

Guillermo González

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Professional Profile

Art Director with more than 8 years of experience creating and designing advertising campaigns for various agencies and major clients such as adidas Nestlé, Visa, Chevrolet, Gatorade and Swatch. Experience in leading and supervising creative teams of 5-10 designers. I hold and O-1 Visa that allows me to work anywhere in the USA.

Skills

- Creative Strategy and Concepting.
- Art Direction and illustration.
- Design software: Photoshop, Illustrator, InDesign.
- Video editing and compositing in Adobe Premiere.
- Languages: Spanish / Native, English / Fluent, German / Basic

Professional Accomplishments

Advertising

- Creating adidas' Colombian National Soccer Team campaign for the 2014 World Cup.
- Create Nescafé's Masterbrand campaign for 2015 (Nescafé Tradition, Nescafé Mixes, Nescafé Dolca)
- Launching Nescafé's 3in1 Instant Coffee in Colombia.
- Art Directed TV Commercials for brands like Nescafé, Maggi, adidas and La Lechera.

Honors & Awards

- FIAP Festival
- FIP
- FICE
- El Dorado

Work History

The Brand CG

Creative Director / Art Director, Bogotá, Colombia

Publicis Colombia

Creative Director / Art Director, Bogotá, Colombia

TBWA Colombia

Senior Art Director, Bogotá, Colombia

Sancho BBDO

Art Director, Bogotá, Colombia

MOOD Communications

Graphic Designer, Frankfurt, Germany

Other Work **Colleg Elidyr Camphill Communities**
Coworker / Volunteer, Wales, UK

Inmigrant Records & Events
Host / Runner, Bogotá, Colombia

Education **Miami Ad School**
Art Direction
San Francisco, California, USA

La Salle College
Graphic Designer
Bogotá, Colombia

Schüle für Mode und Graphik Design
Graphic Designer
Frankfurt, Germany

References Available upon request.