



SERGIO MENDOZA

ASSOCIATE CREATIVE & ART DIRECTOR

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Visual storyteller with a multidisciplinary background. Strong creative vision and a solid foundation in design, visual communication, and photography. My expertise spans the creation and development of marketing strategies, conceptual campaigns, TV commercials, layout for print, editorial design and photo direction among others.

In recent years, I have also incorporated artificial intelligence tools into creative and marketing workflows, leveraging cutting-edge technologies to enhance idea generation, optimize campaign strategies, and streamline content production.

I've collaborated with leading national and international brands such as Kia Motors, Pepsi, Budweiser, and Procter & Gamble. These partnerships have strengthened my ability to deliver creative work that drives engagement and connects with diverse audiences.

Education

2010
Creativity / Art direction
Brother Escuela de Creativos

2007 - 2010
Design and visual communication
Instituto Tecnológico de Monterrey

Skills

Adobe creative suite

Photoshop	→	Advanced
Illustrator	→	Advanced
Lightroom	→	Advanced
InDesign	→	Advanced
Premiere	→	Intermediate
After Effects	→	Intermediate

Web development

HTML, CSS	→	Basic
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AI

MidJourney, ChatGPT, Magnific, Jasper, among others.	→	Upper-Intermediate
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Photography

→	Advanced
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Languages

Spanish - Native
English b2 - Upper Intermediate (B2)

Experience

- May 2015 - Present → **Innocean Worldwide**
Associate Creative / Art director
•Creative direction
•Art direction
•Concept development and execution of original ad campaigns. (ATL, BTL, Digital)
- Sr. Creative / Art director
•Concept, design and execute impactful ad campaigns. (ATL, BTL, Digital)
•Led the art department, layout and final artwork
•Managed the production process
- Successfully launched and positioned the KMM brand in the Automotive Industry Top 10 in México.
- Aug 2014 - May 2015 → **Grupo medios**
Graphic Editor
•Art direction
•Oversee the art department, layout and final artwork
•Oversee production process
- Led a diverse creative team to complete rebrand and redesign of Dónde ir magazine "best guide in the city" boosting its audience reach and brand perception
- Feb 2012 - Jul 2014 → **Havas worldwide**
Creative / Art director
•Art direction
•Conceptualizing, designing, and executing breakthrough ad campaigns
•Conceptualize campaign vision and look and feel
- Worked closely with all the marketing teams to plan and execute impactful ad campaigns and strategies for Pepsi, Peugeot, and Budweiser among other clients.
- Jan 2011 - Feb 2012 → **Saatchi & Saatchi**
Creative / Art director
•Art direction
•Created engaging interactive experiences (ATL, BTL, Digital)
•Defined the visual tone and storytelling approach across campaigns.
- As part of the creative team worked to create interactive experiences and campaigns for Procter & Gamble and Mead Johnson among other clients.

2010 - 2011 → **Revista Airport**

Graphic Designer / Contributor
•Layout and editorial design
•Magazine and supplements design
•Conceptualize, design and execute magazine cover