

VICTOR OSPINA

Designer & Art Director

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Multidisciplinary brand designer and art director with 5 years of experience shaping brand identities, integrated campaigns, and performance creative for beauty, fashion, hospitality, tech, and entertainment clients. Combines strategic thinking with refined visual execution across print, digital, packaging, and environmental applications. Known for strong cross-functional collaboration, concept-driven work, and delivering elevated, cohesive visual systems that strengthen brand equity at every touchpoint.

Bachelor of Arts in Digital Arts & Sciences - University of Florida - Cum Laude

EXPERIENCE

Designer/Junior Art Director | Front Row Group | New York, NY | 04/2022 - 11/2025

- Lead **end-to-end design and art direction** across pre-production, on-set, and post-production for leading masstige beauty brands, **translating strategy, audience insights, and consumer research into effective, on-brand, and multi-format assets**—elevating visual presence and brand differentiation in competitive markets.
- Own multichannel creative output including **branding toolkits, paid social, digital ads, email layouts, landing page assets, motion graphics, merchandising, packaging, and experiential design**.
- Develop and present **high-impact client decks and visual narratives** that **communicate concepts clearly and support strategic objectives**.
- Prepare final **mechanicals, dielines, and production-ready files**; coordinate with vendors to ensure **print accuracy, material integrity, and on-brand execution**.
- Apply advanced design principles in **color theory, typography, visual systems, UX/UI, and layout** to deliver **distinctive creative solutions tailored to audience and market positioning**.
- Conceptualize **motion behaviors and story flow** for animated, social, and campaign assets; collaborate with motion teams to execute.
- **Present creative concepts** with clarity and confidence, offering strong rationale grounded in **strategy and brand identity**.
- Manage asset libraries, design files, and version control to **maintain organized, scalable workflows across teams**.
- Balance long-term initiatives with daily design requests, **consistently meeting tight deadlines while maintaining quality and attention to detail**.
- Translate **client goals and cultural insight** into **compelling creative concepts**, managed prepro requirements, PDP deck creation, and asset workflows from concept through retouching and post.

Design Lead | OO&CO Agency | Miami, FL | 04/2021 - 02/2022

- Directed **concept-to-delivery creative** across **branding, packaging, OOH, environmental design, digital advertising, social content, and motion graphics**.
- **Increased average campaign reach by 25%** through strong storytelling, elevated design systems, and culture-aware creative.
- **Led visual execution** for campaigns spanning OOH, retail, digital, and motion, **translating brand strategy into cohesive design systems**.
- Partnered with copywriters, strategists, and social teams to **shape narratives and deliver cross-functional creative solutions**.
- Pitched new concept directions that **influenced client strategy and expanded creative opportunities**.
- Conducted **trend forecasting** and **facilitated client workshops to guide decision-making and ensure brand relevance**.
- Supported **spatial thinking through environmental graphics** and mockups that **translated brand worlds into physical experiences**.

Digital Designer | The Reflective | New York, NY | 01/2021 - 05/2021

- Developed **brand identity guidelines, social templates, and visual standards**, contributing to a **60% increase in engagement**.
- **Designed, produced, and optimized** social content, newsletters, and digital assets **based on platform-specific behavior and analytics insights**.
- **Storyboarded and produced editorial content** and artist interviews in collaboration with founders.
- Leveraged analytics to **refine creative direction**, increasing site-specific **click-through rates by 25%**.

SELECTED PROJECT(S)

WYN Beauty - Brand & Packaging Identity

- Owned the creation of key visual identity elements for WYN Beauty by Serena Williams, delivering cohesive brand expressions across packaging, campaigns, and physical touchpoints from concept through production.
- Supported the art direction process in pre-production, developing the client-facing concept proposals and outlining specifics like photography direction for model & product, packaging materials, and auxillary graphic applications.

WINNER for Best in Packaging – Beauty & Cosmetics at the Dieline Awards

Core Competencies

Art Direction | Visual Identity & Brand Systems | 360° Campaign Development | Packaging & Production | Typography & Layout | Storyboarding & Concepting | In-Store Graphics & Signage Systems | Retail & Experiential Design | Presentation & Deck Design | Digital Production Workflows | KPI-Driven Design | Cross-Functional Collaboration | Asset Management & Version Control | Vendor Coordination

Technical Proficiencies

Adobe Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | XD | Figma | Keynote | Procreate | Google Workspace | Notion | Asana | Trello | Hootsuite | Klaviyo | Sprout Social | TikTok | CapCut | Wix | Microsoft Office | ChatGPT | HTML/CSS | Frame.io