



SAIDGUERRA.COM

Radio Systems Corporation, September 2020—Present

Sr. Brand Designer in charge of guarding and elevating equity in omnichannel communications for the PetSafe® brand while collaborating in the initial creative strategy and development of global campaigns all the way to the production and output of any given marketing request.

Alight Solutions, July 2020—April 2021 (9-month contract)

Sr. Designer & Art Director responsible for sourcing imagery, creating iconography and developing design systems for print, digital and media to engage worldwide employees with their human resources to thrive in health, wealth and career choices.

Paris Presents, April 2020—July 2020 (3-month contract)

Sr. Graphic Designer realizing infographics, animated gifs and the complete photography of a new package launch from the revolutionary ecotools® collection.

Northern Trust, August 2019—March 2020 (8-month contract)

Sr. Visual Designer elevated established brand guidelines, conceptualized and produced environmental graphics, long-form print pieces, product packaging, iconography, digital banners, web components and infographics.

InterSport Global, May 2019—June 2019 (2-month contract)

Sr. Art Director brought in to support creatively due to large-volume of work involving experiential marketing activations, new business proposals, brand playbooks, digital components, visual identity systems and event graphics.

Closerlook Inc, January 2019—June 2020 (4-month contract)

Sr. Art Director conceptualized and produced event branding, print pieces with multiple page counts, a new business pitch, digital banners and web design updates for bio pharmaceutical companies from Belgium, Illinois and Silicon Valley.

The Sandbox Agency, October 2018—January 2019 (3-month contract)

Sr. Art Director in charge of print brochures, infographics, adverts, digital banners, and e-mail campaigns for a newly launched product named SpoonfulOne.

TMP Worldwide, August 2018—October 2018 (2-month contract)

Sr. Designer created assets for the Boeing company including print pieces, environmental graphics, digital banners and social media components.

Potbelly's Sandwich Works, June 2018—August 2018 (2-month contract)

Sr. Designer implemented in-house art for e-mail and print campaigns, and directly collaborated with executive creative leadership on a new menu redesign for in-store, print and web distribution in the U.S. U.K. U.A.E, Canada and India.

Tribune Publishing, October 2017—June 2018 (8-month contract)

Visual Designer directly collaborated with senior stakeholders and market partners from the Chicago Tribune, Los Angeles Times, New York Daily News, the Hartford Courant, The Orlando Sentinel, Ft. Lauderdale's Sun-Sentinel, and the Baltimore Sun. Conceptualized, and produced, digital campaigns across the Tribune's media portfolio.

Leo Burnett & LAPIZ USA, April 2016—October 2017 (FT)

Collaboratively produced, designed and art directed brand toolkits, style guidelines, and 360° integrated national and international campaigns for Advanced Auto Parts, Allstate, Firestone, Fleischman's, Marshall's, Mazola, México Tourism, Nintendo, Purina and United Health Care.

Wilson Sporting Goods, January 2016—April 2016 (3-month contract)

Designed graphics for print, digital, on-product, and packaging, within the entire repertoire of products at one of the world's largest sports conglomerates.

A|L Media, December 2015—January 2016 (1-month contract)

Designed, logos, brand guidelines, visually amplified client proposals, and provided print and digital solutions to Governmental Leaders of America.

Aisle Rocket Studios, June 2013—November 2015 (FT)

Designed and art directed strategies to increase sales of Whirlpool, KitchenAid, Maytag, Amana, Kenmore, Craftsman, and Sears. Solutions were implemented in logo design, 360° integrated campaigns, video, event graphics and e-commerce.

University of Chicago, March 2013—June 2013 (3-month contract)

Designed visual identities, editorial publications, direct mail, user experiences for the web, and way finding systems for UChicago's annual Alumni Weekend.

Terlato Wines International, August 2012 — March 2013 (7-month contract)

Worked with over 30 brands to design brand identities, packaging graphics, point of sales, and adverts for the number one marketer of luxury wines in America.

Software Proficiency:

Photoshop, Illustrator, InDesign, After Effects, XD, Audition, Bannersnack, Sketch, Figma, Squarespace, EditorX, 3D Sketchup, Word, Powerpoint, Keynote, and iMovie. Operating Systems: iOS and Windows.

Skills:

Excellent Communication Skills, completely fluent in Spanish and intermediate level Italian, great interpersonal relations, immersive adaptability.

Education:

B.F.A in Design from the Milwaukee Institute of Art & Design (MIAD), May 2012.