



CARINA LUCERO

SR ART DIRECTOR/DESIGNER

ABOUT ME

Welcome to the Carina Nebula, where creativity and innovation come alive! This magnificent cosmic wonder is not just your average nebula, but a true creative powerhouse that never ceases to amaze. The Carina Nebula loves to create unique experiences in a creative way, always pushing the boundaries of what is possible. It is a true artist at heart, using its beautiful colors and shapes to craft stunning visual displays that captivate the imagination and inspire wonder. But the Carina Nebula is not just a dreamer - it is also a talented doer. With its incredible energy and power, it is always at work, shaping and molding the universe around it. From forming new stars to creating complex structures that defy explanation, the Carina Nebula is a master at turning its creative visions into reality.

CONTACT

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WEBSITES

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HTTPS://WWW.LINKEDIN.COM/IN/CARINAMLS/

AWARDS AND PUBLICATIONS

THEGAIL AWARDS 2023: Judge for the Digital Design category
WEBBY AWARDS 2023: TAZO The World's First Regenerative Ad | Social-Sustainability & Environment 2023

SHORTY AWARDS 2022: Impact Award: Best Use of Micro-Influencer Strategy | HBO Max: HBO Takes The Court

EDELMAN EARN IT AWARDS 2022: Gold Industry Craft, Silver Social | TAZO Ad

CLIO SPORTS 2021: Shortlist | Mastercard 50 years and Running

EX AWARDS 2018: Silver | Coca-Cola Zero Sugar Launch

MIAMI AD SCHOOL: Top Dog Design 2012: Finalist | Featured on Instagram (FIAT)

CREATIVITY ONLINE

HELLO YOU CREATIVES

ADEEVEE

WE LOVE AD

EDUCATION

MIAMI AD SCHOOL

Art Direction Master's Program | Miami Beach, FL 2011-2013

FLORIDA INTERNATIONAL UNIVERSITY

Masters Degree in Global Strategic Communications Creative Track | North Miami, FL 2011-2013

UNIVERSIDAD SANTA MARIA

Bachelor's Degree in Mass Communication/Corporate | Venezuela 2005-2010

EXPERIENCE

FREELANCE | ACD / SR AD-DESIGNER JULY 2020 - PRESENT

Clients: Coffee n Clothes, Aunti Anne's, MKG, 2K, Majority, Momentum Worldwide, Fitzco, VMLY&R Commerce, The Marketing Store, 160over90, Blue Chip, Walton Isaacson, Casanova McCann, CSM and Conill.

Brands: 2K, Coca-Cola, Vitaminwater, Powerade, Sprite, T-Mobile, HBO Max, McDonald's, Gatorade, Amazon, McCormick: French's and Cholula, Intel, Mitsubishi, Chevrolet, Dos Equis, Maybach Mercedes Benz, Square, Metro, Field Roast, Lighlife, Country Financial, Ad Council, Cigna, Milk PEP, Haleon, S&T Bank.

Art direction and design for internal communications, social media and product launches at 2K. Concepting, art direction and design with a focus on experiential, pitch projects, shopper/retail, partnerships and interactive ideas, digital and social ads, social media posts and videos, TVC, lookbook, OOH and print. Creative lead, concepting, presentation deck owning and strategy for experiential projects a MKG. Creative lead and concepting for VMLY&R Haleon client.

EDELMAN | SENIOR ART DIRECTOR APR 2022 - JUNE 2023

Clients: Pure Leaf, Tazo, Suave, Pernod Ricard, TJMaxx, Opill, Ebay, Paypal, General Mills Mini, White Claw.

Concepting and art direction for earned and social campaigns, pitch/pro active earned campaigns. Design for experiential, earned, digital and social campaigns.

OCTAGON | SENIOR ART DIRECTOR JUN 2021 - APR 2022

Clients: Delta, Playstation, MasterCard, Coca-Cola, Anheuser-Busch InBev, Spotify, Taco Bell, Georgia Power, LinkedIn, Home Depot.

Concepting and art direction for experiential and content campaigns (including partnerships, sustainability, diversity and inclusion) for all clients. Art direction and design for experiential, social media campaigns and posts. Concepting and art direction for pro-active experiential ideas. Design for social media and print pieces for LinkedIn.

SMILEDIRECTCLUB | SENIOR ART DIRECTOR SEP 2019 - JULY 2020

Clients: SmileDirectClub

Concepting, art direction and design for experiential campaigns, for their rebranding, recruiting and product launches, partnership events and experiential campaigns, pro-active experiential campaign ideas. Concepting and art direction for social media campaigns to promote their offerings and launching new products.

THE MARKETING ARM | ART DIRECTOR AUG 2018 - SEP 2019

Clients: Nintendo.

Concepting, art direction and design for experiential/events campaigns for Nintendo, including all the elements on the event spaces, OOH, digital promotions and interactive digital kiosk experience. Design of uniforms, swag and lanyards. Worked on mechanicals and ready to print files handed directly to vendors. Strategy for the 2019 strategic plan, with focus on SWOT analysis and presenting the opportunities to client. Worked with 3D designer and vendors to produce ready to print files.

MOMENTUM WORLDWIDE | ART DIRECTOR APR 2016 - AUG 2018

Clients: Coca-Cola, Fanta, Vitaminwater, Mondelez, Constellation, Yup, Hilton Garden Inn, New Business, Catalina.

Concepting, art direction and design with a focus on experiential and innovative-interactive shopper and retail concepts/ideas for clients and new business pitches. Shopper/retail campaigns and ads, print, OOH, decals, social media posts, partnerships and promotions. Worked with robust and detailed brand guidelines. Art direction and design on: developing brand guidelines and tool kits (Catalina, vitaminwater and Fanta), conference event look and feel (Coca-Cola), pitch decks (L'Oreal, Fair Life, Fanta), Mentoring and shadowing for our summer intern in 2017. Worked with ready to print and ready to produce files directly handed to vendors

BBDO ATLANTA | JUNIOR ART DIRECTOR MAR 2015 - MAR 2016

Clients: AT&T, Toys R Us, New Business (Norwegian Cruise Lines) and Georgia Lottery.

Concepting and providing ideas with a focus on interactive and experiences for Norwegian Cruise Lines pitch that was awarded. Concepting campaigns for Georgia Lottery with a focus on TVC and social media video, and social media challenges. Art direction and design for digital, OOH and print ads, as well as pre-roll ads for AT&T (working with video editor), Toys R Us TVC (working with video editor and being present at voice actor's auditions and recordings). Concepting for pro-active ideas for Toys R Us and AT&T.

SIMPLY INTERACTIVE INC. | FREELANCE JUNIOR UI DESIGNER APR 2014 - JUN 2014

Clients: Walmart, Hulu, Google Glass, Simply Interactive Inc. brand and Meijer.

Website design (UI) for online, interactive product user guides. Art direct and design animations for in-store iPad digital kiosks.

HILL HOLLIDAY | FREELANCE AND FULL-TIME JUNIOR DIGITAL DESIGNER JUL 2013 - FEB 2014

Clients: Dunkin' Donuts, Bank of America and Liberty Mutual, Cigna and Capella University.

Vine stop motion video direction and production and digital ads for Dunkin. Digital and print ads for Liberty Mutal. Website design (UI), digital and print ads for Capella University. Art direction and design for print and digital ads for Liberty Mutual. Art direction and design for print and social media ads for Cigna.

MULLEN LOWE BOSTON | ART DIRECTION INTERN APR 2013 - JUN 2013

Clients: Jet Blue and U.S Cellular.

Concepting bringing ideas for a JetBlue Getaways 360 campaign and a digital interactive experience for US Cellular. Art direction and design for digital ads for JetBlue and U.S Cellular.

CONCEPTING/IDIATION



EXPERIENTIAL



ART DIRECTION



SOCIAL



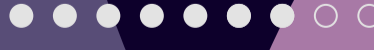
DESIGN



DIGITAL/UI



STRATEGY



ADOBE CC PS|AI|IN



POWER POINT & KEYNOTE



AFTER EFFECTS & PREMIERE

