



Carlos Alberto Suarez Nolasco.

Art Director & Brand Strategist.
(Strategic, Brand & Motion Designer.)

Contact info.

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Professional summary.

Art Director with over 15 years of experience in the technology and fintech sectors. I specialize in coordinating visual systems and brand strategies that solve complex communication challenges. My work bridges business strategy with rigorous creative execution, leading projects from start to finish to ensure that every touchpoint is consistent, functional, and effective. I design with the intention of creating a real and measurable impact.

Languages.

English.

Professional / Fluent.

Spanish.

Native.

Core competencies.

Visual identity, branding systems, visual storytelling, brand communication, digital visual experience, visual storytelling, motion design, cross-functional collaboration.

Fundamental skills.

Conceptual vision, visual system design, aesthetic judgment, assertive communication, expectation management, leadership and mentoring, adaptability to change.

Software tools.

Photoshop | Illustrator | Affinity | InDesign | Canva | After Effects | Premiere | Figma | Capcut | Nano Banana 2 | Klinge | Firefly | Miro | Asana | Trello.

Work experience.

CASUNO Art & Brand Studio. (2025)

Art Director & Creative Advisor.

- **Brand Strategy Leadership:** I lead the creation of visual identities, brand systems, and corporate narratives that translate the business's purpose into cohesive and scalable experiences.
- **Visual Communication Architecture:** I conceptualize and oversee high-impact communication solutions—from executive presentations to digital ecosystems—ensuring that every touchpoint is both functional and aesthetically pleasing.
- **Digital Experience Design:** I develop user-centered digital ecosystems and landing pages, balancing sophisticated aesthetics with strategic conversion goals and a customer-first approach.
- **Content and Motion Strategy:** I direct motion-based narratives (video and animation) to capture attention in competitive digital environments, reinforcing brand storytelling through strategic audiovisual resources.

Hewlett Packard Enterprise. (2023 - 2025)

Senior Designer – Global Brand & Marketing Team.

- **Led the visual direction** of global campaigns, translating complex marketing objectives into clear visual systems for internal and external communications.
- **Developed scalable asset systems** (templates, presentations, guidelines), optimizing the productivity of multidisciplinary teams and ensuring global brand consistency.
- **Designed the visual strategy** for audiovisual resources, aligning the corporate narrative with specific employee training needs.
- **Oversaw creative production** across digital channels and social media, ensuring that every piece of content met the company's aesthetic standards and engagement goals.

Tribal Credit. (2021 - 2022)

Senior Designer – Brand Team.

- **I led the visual development** of the "Eleaders" sub-brand, creating a distinct identity system that was successfully integrated into the Tribal ecosystem.
- **I orchestrated visual communication** for the Strategic Alliances team, designing tactical materials (website, social media, presentations) that facilitated the flow of business information.
- **Ensured brand consistency** by implementing visual guidelines, guaranteeing design scalability across all digital and print touchpoints.

ORACLE. (2015 - 2020)

Senior Graphic Artist – Oracle Cloud Apps InHouse Creative Team.

- **I led the creative development** of communication assets for Oracle Cloud Apps, ensuring that the visual identity reflected the product's innovation.
- **Established visual standards** for multimedia and educational materials, making complex product updates easier to understand through graphics and infographics.
- **Worked closely with the brand team** to maintain consistency across the global digital ecosystem, ensuring the relevance of assets for different markets.

Education.

Diploma.

UX / UI Design.

Coderhouse.

2022 - 2023.

Master's degree.

Advertising & Corporate Communications.

Universidad Autonoma de Guadalajara.

2014 - 2016.

Bachelor's degree.

Graphic Design, Multimedia, Video & Animation.

Universidad de Guadalajara.

2002 - 2006.