Manuel Gälvez

SR. ART DIRECTOR | GRAPHIC DESIGNER

PROFILE

Senior Art Director and designer with over 15 years of experience in design, visual communication, and advertising agencies. I combine creative judgment with team leadership, developing designers through mentoring, feedback, and knowledge sharing to strengthen their skills and autonomy. I have hands-on client experience and strong stakeholder management skills, ensuring alignment from concept to delivery. I build and maintain design systems that guarantee brand consistency across channels, and I have worked in both agency and in-house environments. I also integrate generative AI tools into my workflow, streamlining conceptual exploration and the execution of branding and visual communication projects.

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CORE SKILLS

- Building and directing design systems and brand guidelines.
- Visual conceptualization in developing 360° campaigns for digital media, social media, and audiovisual content.
- Design team direction: setting guidelines, follow-up, and quality control.
- Training junior profiles: feedback on their work, transferring visual judgment, and supporting their growth.
- Use of generative AI as part of the visual exploration and development process.
- Project management: team building, prioritization, and meeting deadlines.

SOFTWARE

Design & editing: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma

Audiovisual & 3D: Adobe After Effects, 3D modeling and animation

Generative AI: Midjourney, Google Flow, Nano Banana (Gemini), and others, applied to design development and implementation

Productivity: Microsoft Office (Word, PowerPoint, Excel)

Additional: Video game mechanics and gamification applied to brand projects

PHOTOSHOP :9/10 ILLUSTRATOR: 9/10 INDESIGN: 8/10

AFTER EFFECTS: 7/10 FIGMA: 5/10 SUITE OFFICE: 5/10

EXPERIENCE

Denicolás \ TBWA
Senior Art Director
Bogotá, Colombia | 04/2021 – 09/2026

- Led a team of graphic designers, setting guidelines, distributing workloads, and overseeing the quality of deliverables.
- Trained and mentored the team's designers, giving feedback on their work and transferring visual judgment so they could gain autonomy.
- Provided visual direction for the Cerrejón, Universidad Pontificia Bolivariana, Bimbo, and Yango accounts, from concept to final execution.
- Conceptualized and developed graphic ideas for digital media, social media, audiovisual content, and 360° campaigns.
- **UPB:** co-led the complete brand update for the university and its school: identity redesign, creation of the institutional design system, uniform redesign, and in-person training sessions so internal teams could implement it. The account remained active throughout the 5 years of the relationship.
- **Cerrejón:** directed the art for multiple campaigns, special dates, social media formats, corporate report layout, public relations communications, and audiovisual pieces. Drove forward the brand re-education programs aimed at the general public.
- **Bimbo:** directed the art for multiple internal-marketing (endomarketing) campaigns and aligned the client's internal design team under a single graphic standard.

Took part in the pitches that brought the Yango, Avianca, Electrolit, Seguros Mundial, Virgin Mobile, Paga Todo, and PorkColombia accounts, among others, to the agency.

The Voxel House Studio
Founder & Managing Director
Bogotá, Colombia | 2014 – 2021

- Founded and led my own design studio for seven years, with full responsibility for the operation: commercial proposals, budgeting, production, and delivery.
- Managed clients directly and developed branding, visual, and commercial strategies.
- Built complete brand identities, from concept through to brand application manuals.

MOSS® Advertising Agency
Visual Communicator & Motion Designer
Bogotá, Colombia | 2013 – 2014

- Designed marketing graphic pieces and developed branding and internal-marketing (endomarketing) strategies for the Pacific Rubiales client.
- Produced motion graphics projects for the agency's client campaigns.

ICONO® Advertising Agency
Visual Communicator
Bogotá, Colombia | 2012 – 2013

- Created corporate imagery and identity pieces for PYMES

3D Designer and Ilustrator — Freelance
Bogotá, Colombia | 2008 – 2012

- Created organic and inorganic 3D modeling of characters, creatures, animals, and environments for video games and children's books.
- Worked in photography, digital retouching, and brand creation for direct clients.

LANGUAGES

ENGLISH B2
writing and listening

SPANISH
Native

EDUCATION

Professional Graphic Designer
Universitaria de Investigación y Desarrollo **UDI**, Diseño Gráfico Profesional

AREAS OF INTEREST

- BRANDING
- STORY TELLING
- WRITING
- ILLUSTRATION
- PIXEL ART
- MOTION GRAPHICS
- ART
- SCIENCE
- VIDEO GAMES