

FRANCISCO H. GARCÍA

CREATIVE DIRECTOR · BRAND EXPERIENCE · 360° CAMPAIGNS · MOTION · AI-READY WORKFLOWS

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PROFILE

Award-winning bilingual Creative Director with 20+ years leading brand experience, campaign development and creative execution across Fortune 500, entertainment, retail, startup and agency environments. Hands-on leader who concepts, designs, art-directs and produces while building teams that ship on brief, on time and on budget. Combines business strategy, brand strategy and customer insight to deliver creative that moves the numbers, from national TV campaigns to design systems and digital products. AI-native: Runway, Sora, ChatGPT, Google Nano Banana, Adobe Firefly and Claude are built into daily workflows to accelerate concepting and production without lowering the quality bar.

SELECTED IMPACT

- Contributed to a 15% audience share increase in 90 days at Telemundo/NBC, with the same content base.
- Seven Promax & BDA awards for network branding and on-air promotion (2000–2007).
- Award-winning national retail campaigns at Office Depot: Q4 Christmas, Black Friday, Back to School, Canva and Imagine Success.
- Led MTV Latin America creative through its pivot from music videos to original, monetized production.
- Helped launch the AXN channel and built its creative services function from the ground up.

EXPERIENCE

Web Platform, UX & Marketing Contractor

GL Homes · Dec 2025 – May 2026

- Optimized and maintained the web platform: product launches, systems design, UX improvements, eblasts and digital ads in a high-volume marketing environment.
- Applied AI-assisted workflows to speed up asset production while protecting brand consistency and timelines.

Creative Director, Brand Experience & Growth

UN Studio (Independent Practice) · 2024 – Present

- Fractional creative leadership for multiple clients: brand strategy, 360° design, content systems and AI-driven production.
- Audit creative for brand alignment and quality; present to stakeholders and turn feedback around fast.

Senior Designer / ACD, Brand Experience & Growth

Office Depot | OfficeMax · 2018 – 2024

- Developed creative strategies to modernize brand experience and marketing across print, digital, retail, broadcast and email.
- Drove high-visibility campaigns including Canva partnership, Imagine Success, Back to School, Black Friday and Q4 holiday initiatives.
- Managed timelines, resources and stakeholder expectations across cross-functional teams; contributed to data-informed process improvements.

Creative Director & Operations

Santos Advertising · 2008 – 2018

- Led branding, communication, creative strategy and business planning for startups and established brands.

- Built data-informed workflows and automation practices that improved campaign performance and production efficiency.

Director, On-Air Department

NBCUniversal / Telemundo · 2007 – 2008

- Led creatives and producers on programming promotion, brand repositioning and on-air strategy modernization.
- Contributed to a 15% audience share increase within 90 days.

Creative, On-Air Department

MTV Latin America · 2005 – 2007

- Recruited to lead creative and promotional strategy through the shift from music videos to original production.
- Directed the annual "Light Switch" brand refresh with creative directors worldwide; built sponsor packaging for Samsung, Nokia, LG and Converse.

Manager, Creative Services

Sony Pictures Entertainment / AXN · 1998 – 2005

- Helped launch AXN and built the creative services function supporting marketing, on-air, online, out-of-home, advertising and sales.

SKILLS

Creative direction · Art direction · Brand strategy & positioning · Design systems · 360° campaign development · Visual storytelling · Motion graphics & VFX (After Effects) · Video production & editing · Key art · Packaging · UX/UI & web production · Presentation design · Stakeholder presentation · Team leadership & mentoring · Agency management · Budget & timeline management · AI-assisted workflows (Runway, Sora, ChatGPT, Google Nano Banana, Adobe Firefly, Claude)

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition) · Figma · AEM · Epi · WordPress · Storyteq · Movable Ink · Google Analytics · Looker Studio · Jira · Workfront · Basecamp · Microsoft 365 · HTML/CSS

EDUCATION & TRAINING

Bachelor of Arts, Visual Communications · Instituto ProDiseño | Associate in Arts, Industrial & Graphic Design · Instituto Neumann

Leadership Program, GE Business School @NBC · Business Management Certification, Friedrich-Ebert-Stiftung & UNIMET · Creative Writing & Script, Miami Ad School · Post-production, MIU of Art & Design · Adobe Experience Manager, ODP HQ

AWARDS & LANGUAGES

7 Promax & BDA Awards · Berliner Kunstpreis (UNIMET) · Friedrich-Ebert-Stiftung Scholarship
Bilingual English & Spanish · Portuguese (working proficiency)