

CAMILO BERMÚDEZ

Bogotá, Colombia.

C: (+57) 318 348 66 03 | E: designwarriorcgi@gmail.com | designwarrior.com.co



ART DIRECTOR | DESIGN LEAD

Highly motivated and results-oriented **Art Director with 11 years** of experience as a **Senior Graphic Designer and Team Leader**. Adept at leading and motivating creative teams in both freelance and agency environments. Proven ability to foster a collaborative environment, delegate tasks effectively and provide clear direction to ensure project success. Leveraging a strong foundation in all aspects of the visual design process, I excel at translating brand strategies into impactful creative solutions that elevate brand awareness and achieve marketing objectives. My experience also includes mentoring junior designers and guiding them in developing their creative skills.

EXPERIENCE

2020 - Present DESIGN WARRIOR CREATIVE STUDIO - BOGOTÁ, COLOMBIA Founder & Creative Director

I founded Design Warrior Creative Studio way back in 2020. It is an energetic and growing design agency delivering solutions across all design realms: from graphic design to video editing, illustration, and conceptual art. We're proud of our enabling environment, run by talented individuals with fire in their hearts for giving rise to outstanding creative solutions.

2021 - 2024 MALKA MEDIA - A MONEYLION CO. - SANTA MONICA, CA Art Director/ Senior Graphic Designer

Spearheaded a team of designers, both on-site and remote. My creative vision spanned conceptualizing and executing graphic packages, social media graphics, and video-related visuals for a prestigious clientele, including SHOWTIME Sports, Amazon streaming shows, MoneyLion and Twitch. Additionally, I played a key role in developing clear and compelling Graphic packages for different podcast/ streaming shows.

Client: SHOWTIME Sports

- Led the design team for Showtime Sports in producing engaging social media graphics for their **premium boxing events**, including **PPV** and digital podcasts. Assured the highest quality through guiding revisions and providing final deliveries.
- I would say for some of the biggest boxing fights in the world—renowned fighters like **Jake Paul, Gervonta Davis, Ryan Garcia, Canelo Alvarez** to produce over **600+** graphics per campaign to really set the tone.

Client: AMAZON

- Lead designer for livestream graphics in gaming collaborations with For **Amazon streams** as well as sponsors for streams: title cards, end cards, sponsor bumpers—in-game.
- Provided frames, stinger transitions, challenge boards, and challenge completion alerts.

Client: MONEY LION

- Lead designer for livestream **Know your money with Brandon Cooper** show, delivering complete graphics package for social media and In-show graphics.
- Conceptualized and executed a full social media graphics package for the **"Hammer of the Month"** section, a co-branded initiative between MoneyLion and Morning Kombi. Developing a cohesive visual identity for the "Hammer of the Month", aligning with both brands' aesthetics. Collaborating with the Morning Kombi team to ensure the graphics effectively promoted the partnership. Delivering high-quality social media assets that captured attention and generated engagement.
- Spearheaded illustrations for **Moneylion's 23XL** project, crafting a captivating range of merchandise designs that resonated with their target audience.

EXPERIENCE (CONTINUED)

Client: TWICH

- As Lead Designer for **TWICH** livestream graphics, I Led the creation of engaging visuals for their collaborative gaming streams on Twitch, including sponsorships. My responsibilities encompassed:
- Developing a comprehensive graphics package, including title cards, end cards, sponsor bumpers, and in-game elements like frames, stinger transitions, challenge boards, and completion alerts. This ensured a cohesive visual identity for each stream.
- Collaborating with Twitch and sponsors to ensure the graphics aligned with their branding and campaign goals.

2015 - 2020

VILLALÓN ENTRETENIMIENTO. - BOGOTÁ, COLOMBIA Lead Designer/ Senior Graphic Designer

Led a team of designers, both on-site and remote, Managing, conceptualizing and executing different projects, designing and overseeing graphic packages, social media graphics, and video-related visuals for different prestigious clients like:

•Alpina •Avon •El Tiempo •RCN •Oriflame •Argos •Givenchy •Cencosud •Sony •Usana

Key Responsibilities

Lead and Oversee graphic design team | Project management | Create and oversee client pitch decks| Director and video planner | Creative Experience Design | Create and design new entertainment formats | Key art designing | Social media packages | Stage designing for Artists | 3D Designing | Stand Designing and implementation on venues.

Main Accomplishments

- Promoted from Junior designer to Lead Senior designer within 15 months working at this agency.
- Beign assigned to Lead designer for **Beyond Project** an alliance between **Villalón Entrenimiento and RCN (one of the most prestigious TV channels in Colombia)**

EDUCATION

2023 - 2024

LABASAD - BARCELONA SCHOOL OF ARTS AND DESIGN - BARCELONA, ESP Master's degree Art Direction

This Master's program in Art Direction from LABASAD equipped me with the skills to tell compelling brand stories across various platforms. The curriculum offered a deep dive into strategic marketing and content creation, providing the tools I need to approach real-world scenarios with confidence. I learned how to craft a well-structured and comprehensive narrative, guiding audiences through a campaign from start to finish.

2014 - 2014

TALLER ARTE DIGITAL - BOGOTÁ, COLOMBIA Concept Artist

2013 - 2013

NASKA DIGITAL - BOGOTÁ, COLOMBIA 3D Character Modeller

2013 - 2013

NASKA DIGITAL - BOGOTÁ, COLOMBIA 2D Animator

2008 - 2012

UNIVERSIDAD JORGE TADEO LOZANO - BOGOTÁ, COLOMBIA Professional Graphic Designer

HARD SKILLS

- Photoshop
- Clip Studio Paint
- Illustrator
- 3D Studio Max
- After Effects
- Zbrush
- Premiere
- Blender
- Lightroom
- Substance Painter
- Figma
- Keyshot

REFERENCES

FARNAZ TAHER
Design Director (+1) 310 570 8248
MICHAEL BARAKAT
Graphic Designer (+1) 310 801 4008

VISIT MY WORK ON:

