

# Hello, I'm Mario Meza.

## ABOUT ME

**Multidisciplinary Art Director and Graphic Designer with 6+ years of experience** leading design strategy and content creation across **digital, print, social media, and branded environments**. Proven expertise in **brand identity, visual storytelling, campaign execution, and creative project management**. Strong technical background in HTML email coding, video editing, and photography. Fluent in English and Spanish, with a proven track record of enhancing **brand engagement, consistency, and user experience**. Passionate about using **visual storytelling and design systems** to solve business challenges and drive audience connection.

## CONTACT

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## EDUCATION

### DIPLOMA IN GRAPHIC DESIGN AND ADVERTISING (HONOURS)

Humber College – Toronto, ON  
2021 – 2022

### BACHELOR'S IN GRAPHIC DESIGN (HONOURS)

Jorge Tadeo Lozano University –  
Bogota, Colombia  
2015 - 2019

## CORE SKILLS

### DESIGN & BRANDING:

Brand Identity,  
Concept Development,  
Layout Design,  
Poster Design,  
Packaging Design

### MARKETING & CONTENT:

Digital Marketing,  
Social Media Strategy,  
Content Creation,  
Campaign Development

### TECHNICAL SKILLS:

Adobe Creative Suite  
(Photoshop, Illustrator,  
InDesign, Dreamweaver,  
After Effects, Premier),  
Coding - HTML,  
Animation, Video Editing,  
Photo Retouching

### SOFT SKILLS:

Team Collaboration,  
Bilingual (English &  
Spanish),  
Attention to Detail,  
Project Management,  
Time Management

## EXPERIENCE

### WEB AND GRAPHIC DESIGNER

#### DILAWRI GROUP OF COMPANIES | TORONTO, ON

- Designed and developed digital marketing assets for email campaigns (HTML/CSS), social media, and corporate websites.
- Produced photo and video content featuring vehicles for use in digital ads, reels, and YouTube campaigns.
- Edited promotional videos and visual assets for various dealership campaigns across Canada.
- Created branded visuals aligned with corporate identity across platforms including Instagram, Facebook, and Google Ads.
- Supported regional marketing teams nationwide by customizing and localizing digital content.
- Researched design and social media trends to enhance content performance and brand engagement.
- Tools used: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, Dreamweaver), Canva, Meta Business Suite, Mailchimp.

### GRAPHIC DESIGN INTERN

#### MEMORY TREE PRODUCTIONS | TORONTO, ON.

- Designed visual assets including infographics, social media templates, and promotional materials for internal and client use.
- Developed storyboards and layout concepts for videos, animations, and digital content.
- Updated and adapted graphics across formats including web, print, and PowerPoint presentations.
- Edited photos and enhanced visual quality for multimedia applications using Adobe Photoshop and Lightroom.

JUN 2022 – CURRENT

APR 2022 – JUN 2022

## EXPERIENCE CONTINUED

SEP 2017 – NOV 2018 — JAN 2019 – JUL 2019 — NOV 2019 – MAY 2020 — JUN 2020 – JAN 2021

### GRAPHIC DESIGN DIRECTOR GRUPO CREATEGIA | COLOMBIA

- Led and managed a full corporate re-brand, redefining logo, color palette, typography, and design system.
- Directed end-to-end international campaigns across Hispanic America (owned media, paid ads, and experiential) that boosted brand recognition of different clients.
- Oversaw project planning, scheduling, and workflow distribution to streamline production and cut turnaround times by 30%.
- Coordinated cross-functional teams (design, copy, web, video) using Agile project-management tools.
- Presented creative concepts and performance reports to C-suite stakeholders.

### GRAPHIC DESIGN - ART DIRECTOR WAF RESTAURANTE | COLOMBIA

- Served as design and project-management liaison, holding weekly strategy sessions with restaurant owners to align on KPIs and launch timelines.
- Developed brand identity, signage, and digital menus optimized for mobile ordering platforms.
- Produced and edited photo & video content (food styling, ambiance, behind-the-scenes) for social media campaigns that increased Instagram followers by 60%.
- Monitored campaign analytics and iterated creatives to maximize engagement and foot traffic.

### GRAPHIC DESIGNER REY NARANJO EDITORES | COLOMBIA

- Executed pre-flight checks (bleed, color profiles, resolution) to ensure print-ready files met press standards.
- Developed cohesive color-scheme management guidelines for book series and product lines.
- Assisted with social-media scheduling and content creation (cover reveals, product photography, author spotlights).
- Directed and retouched product photo shoots, improving e-commerce imagery and catalog consistency.

### CREATIVE DIRECTOR INMOBILIARIA LOS AMIGOS | COLOMBIA

- Led visual branding for residential and commercial real-estate projects, including property brochures, wayfinding, and signage.
- Produced investor decks, 3D mock-ups, and tour assets to support sales teams and drive pre-construction sales.
- Directed photographers and videographers on site to capture high-impact visuals for listings and social media.
- Managed marketing calendars and budgets, ensuring on-time delivery of campaigns while maintaining brand integrity.

## SOFTWARE SKILLS

### ILLUSTRATOR



### AFTER EFFECTS



### INDESIGN



### CANVA



### PHOTOSHOP



### PREMIER PRO



### DREAMWEAVER



### CONTENT CREATION



## ACHIEVEMENTS

Published work in Flamantes #16 & university journals

Supported to the publication of 10+ books

Graduated with honours (Bachelor's & Diploma)

Led full agency rebrand (Grupo Creategia)

Bilingual: English & Spanish