

FRANCISCO H. GARCIA

Creative Director | Brand Experience | 360 Campaigns | Motion Design | AI-Ready Workflows

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SUMMARY

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 conceives, 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 conceiving and production without lowering the quality bar.

PROFESSIONAL EXPERIENCE

Web Platform, UX and Marketing Contractor

GL Homes | December 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 and Growth

UN Studio, Independent Practice | 2024 - Present

- Provide 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 apply feedback quickly.

Senior Designer / Associate Creative Director, Brand Experience and Growth

Office Depot | OfficeMax | 2018 - 2024

- Developed creative strategies to modernize brand experience and marketing across print, digital, retail, broadcast, and email.
- Drove award-winning, 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 and 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 percent audience share increase within 90 days with the same content base.

Creative Lead, On-Air Department

MTV Latin America | 2005 - 2007

- Recruited to lead creative and promotional strategy through the network 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 the AXN channel and built its creative services function supporting marketing, on-air, online, out-of-home, advertising, and sales.
- Earned multiple Promax and BDA awards for network branding and on-air promotion, including 9 awards for the Bodies of Extreme Sports campaign.

SKILLS

Creative Direction, Art Direction, Brand Strategy, Brand Positioning, Design Systems, 360 Campaign Development, Visual Storytelling, Motion Graphics, Visual Effects, Video Production, Video Editing, Key Art, Packaging Design, UX/UI Design, Web Production, Presentation Design, Stakeholder Presentation, Team Leadership, Mentoring, Agency Management, Budget Management, Timeline Management, AI-Assisted Workflows, Bilingual Communication

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition), Figma, AEM, Epi, WordPress, Storyteq, Movable Ink, Google Analytics, Looker Studio, Jira, Workfront, Basecamp, Microsoft 365, HTML, CSS, Runway, Sora, ChatGPT, Google Nano Banana, Adobe Firefly, Claude

EDUCATION

Bachelor of Arts, Visual Communications, Instituto ProDiseno

Associate in Arts, Industrial and Graphic Design, Instituto Neumann

CERTIFICATIONS AND TRAINING

Leadership Program, General Electric Business School at NBC

Business Management Certification, Friedrich-Ebert-Stiftung and UNIMET

Creative Writing and Script, Miami Ad School

Post-Production, Miami International University of Art and Design

Adobe Experience Manager, ODP Headquarters

AWARDS

7 Promax and BDA Awards (2000 - 2007)

Berliner Kunstpreis, UNIMET

Friedrich-Ebert-Stiftung Scholarship

LANGUAGES

English (fluent), Spanish (native), Portuguese (working proficiency)