Alejandro Barrios.

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Art Director & Senior Brand Designer

Brand Identity · Art Direction · 3D · Creative Technology

PROFILE

I help brands get noticed, remembered and chosen.

Art Director and Senior Brand Designer with 14+ years creating identities, campaigns and visual content for brands including Adidas, The North Face, Montblanc, Walmart, Royal Caribbean and Novo Nordisk. Today I lead brand design and creative project management at Miyako USA, and I use AI to code and automate, from an automated online store and a WordPress management system to custom tools, plugins and real-time visuals. Design that sells, backed by technology that saves time.

EXPERIENCE

Dec 2025 – Present

Senior Brand Designer Miyako USA

- Lead the rebrand and visual identity of FeurPRO and Voyz USA (professional audio and electronics).
- Leading the Voyz USA web project: an online catalog and automated store with downloadable spec sheets for every product, connected to social media, newsletter and the product database, keeping print and online catalogs updated together.
- Use AI (Claude, ChatGPT) to code and automate: a WordPress management system, API and MCP integrations, and workflow automations across the group's companies.
- Manage creative projects end to end, from brief to delivery, with marketing, sales and leadership.
- Direct digital campaigns, motion and 3D content; produced packaging for both product lines.

Sep 2025 – Nov 2025

Digital Graphics Specialist Custom Box Prints

- Ran digital packaging production end to end, from artwork and 3D mockups to flatbed printing, cutting and folding.

Nov 2018 – Apr 2025

Art Director RKG Creative / Rock Group LLC

- Art-directed campaigns across social, web, print, photo and video for 30+ brands, including Adidas, The North Face, Montblanc, Walmart, Burger King, Royal Caribbean, Novo Nordisk (Ozempic, Wegovy), Chivas and Truvia.
- Turned briefs into visual concepts and led designers, developers, photographers and videographers.
- Created 3D assets for virtual production and motion-capture projects (Noitom).
- Part of the team that won 2 Gold Telly Awards (2021) for Noitom International.

Mar 2019

3D Specialist Noitom International · Austin, TX

- 3D Specialist for Noitom's motion-capture showcase at SXSW 2019 (Austin Convention Center, March 8–14).

Mar 2014 – Jul 2018

Media Developer PIC Global, Inc.

- Built website layouts, branded templates and campaign graphics that kept the brand consistent across print, web and social.

Jul 2012 – Mar 2014

Digital Media Designer Dimensional Labs, LLC

- Produced campaign graphics, photo and video, and kept the brand's asset library and style guide up to date.

Jul 2011 – Jul 2012

Art Director Luis Pérez Galería, Inc.

- Led marketing campaigns and brand collateral, keeping one consistent visual identity across print and online.

AWARDS

Gold Winner (2 categories), The Telly Awards 2021, team award with RKG Creative for Noitom International: Remote Production and Use of 3D Animation (Non-Broadcast).

EXPERTISE

Creative
Art direction, brand identity, rebranding, motion graphics, 3D visualization

Design
Adobe Creative Cloud (expert), Figma, Affinity, Blender

AI & automation
Claude, ChatGPT, Meta AI, Firefly · AI-assisted coding, APIs, MCP, WordPress backend

Live visuals
Real-time generative video, projection mapping, custom plugins · Resolume & MadMapper (expert), TouchDesigner

EDUCATION & LANGUAGES

Notch Training (2019) · Associate in Web Architecture, The Academy (2019) · Graphic Design, Eastman Design Institute (2001–2004)
Spanish (native) · English (professional working proficiency)