Daniel Barrantes
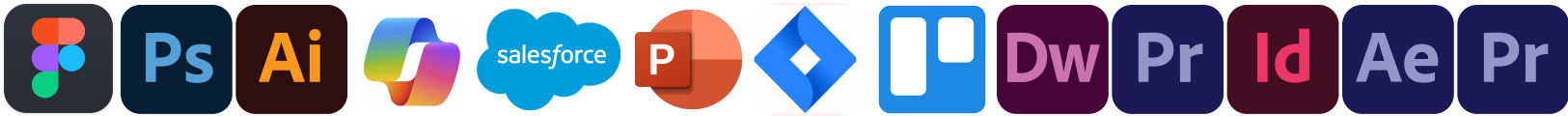## Creative Lead Designer

📞 +50683200202 | ✉ danielbarrantes@ | 👤 Portfolio

Creative Manager | Art Direction | UX Designer | Digital Project Manager

As a seasoned creative designer lead, I bring a wealth of experience in designing captivating campaigns for top global brands. My track record includes creating innovative paid media ads, organic content, and web applications that drive results. **What sets me apart?**
It's my insatiable curiosity that fuels fresh ideas and my empathetic approach to understanding client needs that provides unique and custom results.

Microsoft – Shipley, San José, Costa Rica   2024
Creative Designer, PCoE

I. Provide support to bid and proposal SMEs, business development/sales/ proposal professionals and teams. In addition, s/he will provide support to sales/delivery teams by developing customer-ready graphics, slides, and presentations for external customers.
II. Provide relevant customer-ready, high-quality, and professional graphics for proposals and sales presentations.
III. Contributions have been integral to positioning to secure more than $90 million in business contracts.

Amazon– San José, Costa Rica   2023
Campaign & Creative Manager

I. Lead / Manage Creative Campaign for the Ecommerce for Amazon with budget that where from $50 000 to $750 000
II. Manage the planning and delivery of high-quality advertising engagements to educate advertisers on policies and creative best practices to positively impact campaign performance.
III. Project managing the execution of complex advertising campaigns with internal Design, Ad Ops, Sales, Quality Assurance and Account Management teams as well as external stakeholders

BCG – Boston Consulting Group – San José, Costa Rica   2022-2023
Design Manager / Art Director / People Manager

I. Lead/ Manage Premium Design Projects for North Americas clients / Consulting Industry, manage projects from $25 000 basic deck presentation to custom high-quality project of $450 000
II. Art direction for a variety of projects from Concept, Customer Journeys, Illustrations, PPT Presentations, Reports, UX/UI Apps, and Digital Design.
III. Manage 5 people in workday, expectations, objectives, and constant improvement.

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National Instruments - Austin, Texas (Full Remote)   2018-2022
Senior Visual Designer / Senior Web Designer / Lead Designer

I.   Manage an exponential increase of about 10x in Digital Paid Ad production from 30 ads per month to more than 300 per month. Training and leading both in- house designers and agencies to meet deadlines and increase workload using best practices, templates, etc.
II. Improve process and create documentation maximizing time delivery and resource manage about 30% from a 3-week process to a 2-week process 0 error delivery.
III. Digital Paid Ads increased to perform 100% from 6.12% to 12.1%, the best in the industry.

VMware - San José, Costa Rica   2015-2017
Digital Art Director Ecommerce   2016-2017

Coordinate E-commerce Digital Paid Ads and Email Campaigns Nurture Flows in Eloqua.

I.   Coordinate between agencies, senior manager execution of Paid Digital ads 4 main products of software about a 1 million in sales per month.
II. Manage a fully digital Paid campaign with 11 languages and more than 200 assets per campaign.
III. Create content, design, and code Email and Digital Campaigns in Eloqua.

Marketing Operation Manager   2015-2016

Execute Nurture Marketing Campaign Email in Eloqua

I.   Worked with Global Nurture Email Campaign involving On24, Landing pages, Nurtures Flow in Eloqua, and providing a final report to Senior Managers.
II. Accomplishment and/or responsibility listed here with the results that were achieved.
III. Implemented 0 error process for ON24 events and trained 5 people remote.

Fiserv - Online Banking Web Develope -San José, Costa Rica   2013-2015
Publicis Groupe-Email Web Developer/ Flash Animator- San José, Costa Rica   2011-2012
Freelancer- Visual Designer / Web Designer / Brand Specialist-San José, Costa Rica   2008-2011

Professional Skills

Branding | Print | Digital Design | Digital Marketing | UX/UI | Scrum/ Agile

Design and Print
Master in Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere and Animate.

Management and Collaborations tool
Salesforce, Jira, AEM, Workfront, Trello and Miro
Familiar with Agile , Scrum and Design Thinking methodology.

Front End and UX/UI
Dreamweaver, Adobe XD, Figma.
HTML, CSS, Javascript and libraries such as Bootstrap, GreenSock.

Education

UCR - San José, Costa Rica, Bachelors Graphic Design, Fine Art, 2008.
UCI - San José, Costa Rica, Master's Project Management – Management, 2024 to be completed
Coursera - Google UX Certification with Coursera. 2024

Languages

Spanish: Native
English: C1 fluent