

gaby mena

senior art director | gmenadesigns.com | gmenadesigns@gmail.com | 407-496-1865



profile

After 8 exciting years in advertising, I've had the privilege of working with profoundly talented people. Through collaboration and mentorship, I've acquired the skillset to lead with creativity that builds business solutions. The world of creatives is fast-paced, inspired, and ever-changing which is why your team needs an experienced G, like me, Gaby.

education

University of South Florida St. Petersburg
BFA of Graphic Design,
specialized study in Art History
May 2018, St. Petersburg

references

Marcelle Taha

Creative Director
taha.marcelle@gmail.com

Larkland Burton

Director of Photography
alexjnr@live.ca

Annie Ryan

Global Marketing Executive
anneelizabethryan3@gmail.com

experience

Zimmerman / Senior Art Director

April 2023 to Present, Fort Lauderdale

Lead and directed several production shoots while adhering to client budgets. Worked accross departments and managed junior level team members to accomplish deliverables of all mediums. Responsibilities also included managing interns to build campaigns for our clients and support the creative department.

Levelwing / Associate Art Director

April 2021 to April 2023, Remote

Managed several production shoots and directed videographers, talent, and production assistants to bring ideas to life. Worked closely with team members to deliver content of all mediums including but not limited to static, motion, production, and print.

22 Squared / Junior Art Director

Novmber 2019 to April 2021, Tampa

Application of creative skills and experience to deliver integrated campaigns that reached large audiences. Worked across several departments to collaborate on strategic approach and creative vision.

PPK / Junior Art Director

May 2018 to November 2019, Tampa

Use of creative problem-solving to produce advertisements through print and digital executions for high-profile clientele. Management and balance of multiple projects/clients.

skills

Interdisciplinary Designer

Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere, Figma, Microsoft Teams, Powerpoint and Word

Printmaking

woodcut, linoleum, and corrugated cardboard

Social Skills

leader, communicator, storyteller, team player, problem solver