

gaby mena

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summary

Imaginative Art Direction with sharp critical thinking, and a whole lot of personality. Skillful, intentional design comes first in executing bold, high-impact brand deliverables that actually work, not just look good. But the secret weapon is dreaming big; pushing ideas beyond the obvious to create work that's memorable, meaningful, and a little unexpected. Building brands where strategy meets limitless creativity.

where strategy meets creativity

skills

Proficient & Efficient Design

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

Story-Telling Presentations

Campaign Conceptualization & Execution
Production Shoot Management
Social Media & Content Creation

experience

Zimmerman / Senior Art Director

April 2023 to Present, Fort Lauderdale

Levelwing / Associate Art Director

April 2021 to April 2023, Remote

22 Squared / Junior Art Director

November 2019 to April 2021, Tampa

PPK /Graphic Designer

May 2018 to November 2019, Tampa

campaigns

Florida Lottery / Play Responsibly Campaign

increased awareness and prevented gambling addiction in Florida.

Five Below Stores / Hello Kitty 50th Anniversary

utilized existing brand partnership to increase sales and boost foot traffic. Spots were displayed in Time Square for peak reach.

Publix / Let's Eat Together Campaign

Application of creative skills and experience to deliver integrated social media outreach united the many flavors of cultural audiences in Florida over the dinner table.

Jet's Detroit Style Pizza / Social Media

grew organic social media presence with viral concepts that stopped the scroll.

Five Below Stores / Show Up & Show Off

Sales reports competed with big box store sales during back to school season.

- Prevented irresponsible gambling with the creation of a website containing educational videos and other support tools for the Florida Lottery
- Made measurable impressions with "Let's Eat Together" paid social videos and a microsite quiz, as Publix grocery chain growth increased across the United States.
- Studied social media trends to create bold paid/organic videos and monthly content calendars that increased brand following and views across platforms.
- Managed countless production shoots and post production processes to produce campaign deliverables.

Client Experience

Florida Lottery, Wichita Brewing Co., Pinch-A-Penny, Advent Health, Publix, CubeSmart, A.O. Smith, Bridgestone Tires, Mellow Mushroom Pizza, Advance Auto Parts, Diehard Batteries, Lincoln, Ford, Five Below, Jet Blue Paisley, Jet's Pizza, Kane's Furniture, Humane Society Broward County, Office Depot, Amerant Bank