

Hector Bañuelos

SENIOR GRAPHIC & MOTION DESIGNER

Chicago, IL
224.341.9039
hb.banuelos@gmail.com
hectorbanuelos.com

I design brands, campaigns, and motion that help teams show up clearly across social, digital, and real-world spaces. Over the past 14+ years, I've partnered with U.S. Soccer, Timex, Uber, and others to create thoughtful, polished work built to move.

EXPERIENCE

300FeetOut 2023–Present
GRAPHIC & MOTION DESIGNER

- Design brand, motion, and social content for healthcare, hospitality, and technology clients across campaign and digital channels.
- Produce Lottie animations and static ad assets for Google Performance Max and other performance marketing campaigns.
- Built a React-based interactive prototype for a hospitality pitch, collaborating across strategy, design, and development from concept to delivery.

Five Mill 2021–2023
SENIOR MOTION GRAPHIC DESIGNER

- Created motion graphics, digital campaigns, and HTML5 ads driving engagement and traffic across social and web.
- Designed on-brand performance marketing assets across social, web, and email, keeping output on-message at scale.

Tinuiti 2020–2021
SENIOR MOTION / GRAPHIC DESIGNER

- Produced performance and brand storytelling across TikTok, Instagram, YouTube, Pinterest, and Amazon for Timex, Uber, and other major clients.
- Designed Amazon A+ content and storefront experiences delivering polished, on-brand Marketplace presence.

Stone Ward 2015–2020
DESIGNER

- Delivered real-time broadcast graphics for U.S. Soccer and NWSL matches, including gameday, halftime, and live standings displays.
- Supported concept and in-game design for the 2019 FIFA Women's World Cup and the USWNT victory parade creative team in New York City.

INV Marketing Group 2011–2015
GRAPHIC DESIGNER

- Built broker email campaigns in Mailchimp and branded communications via Salesforce, plus social graphics and collateral for the city's largest annual fashion show.

Code for America 2026–Present
FREELANCE · MOTION & GRAPHIC DESIGNER

- Produced 75+ bilingual (EN/ES) paid social videos, incorporating English and Spanish voice overs, plus static and animated Lottie ad assets for the GetCaIFresh.org awareness campaign.

SELECTED CLIENTS

U.S. Soccer

NWSL

Timex

Uber

Code for America

EXPERTISE

Motion Design
Brand Identity
Social Campaigns
Performance Marketing
Presentation Design
Web Design

TOOLS

After Effects · Illustrator · Photoshop ·
Figma · Premiere Pro · Blender · Lottie /
JSON · HTML5 Ads · React

EDUCATION

Columbia College Chicago
BFA, Graphic Design