



ART DIRECTOR · SENIOR DIGITAL DESIGNER

Nahuel Sotelo Valenzuela

Nearly 14 years connecting strategy, systems and hands-on execution across brand, eCommerce, web and digital experiences for international teams.

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Portfolio: [nahuel.design](#)

[LinkedIn](#)

CORE SKILLS

Art Direction

Brand Systems & Guidelines

eCommerce & Conversion-Focused Design

Landing Pages · PDP / A+

Packaging & Print Production

Campaign & Performance Creative

AI-Assisted Creative Workflows

Figma · Framer · Adobe CC

SELECTED CLIENTS

Lancôme

Mustela

Filorga

YSL

Ralph Lauren

Biotherm

Giorgio Armani

LANGUAGES

Spanish · Native

English · Advanced

EDUCATION

Degree in Graphic Design
UAI

UX/UI Design

Coderhouse · 2022

SELECTED COURSES

Figma · Domestika, 2023

Fashion Photography · Phresh, 2019

Graphic Production & Costs · Mario

Merlo, 2017

Branding & Packaging · Pierini

Partners, 2013

Work Experience

2012 — Present

Happy Mammoth

Jun 2022 — Present

Lead Graphic Designer

Current role · Aug 2025 — Present

Previously Graphic Designer

MARKETS · USA · AUS · EU · UK

- Lead brand and eCommerce creative across landing pages, PDP/A+, packaging, campaigns, web and performance assets.
- Translate marketing and copy strategy into clear, conversion-focused visual systems and digital experiences.
- Set creative direction and maintain consistency across high-volume, multi-market output.
- Build reusable design systems, guidelines and AI-assisted workflows to improve speed and production.
- Collaborate with marketing, copy, product and development teams on launches and ongoing optimisation.

Lovlan Group

Nov 2016 — Jun 2022

Art Director

LANGUAGE TRAINERS · LISTEN & LEARN · UK · USA · CAN · BR · GER · PT · NZ · AUS

- Directed visual communications for multiple international brands across digital and print touchpoints.
- Built cohesive brand and social systems and improved existing landing page and web assets.
- Supported cross-functional marketing teams with scalable creative solutions across markets.

CDIMEX S.A.

Sep 2014 — Nov 2016

Graphic Designer

BEAUTY · FRAGRANCE · MAKEUP · ARG

- Developed product concepts and packaging for Cher Beauty, Lazaro Fragrances, Bensimon Fragrances, Relazzi, Little Paris and Fascino Makeup.
- Created campaigns, print/editorial pieces, social content, catalogues and product prototypes with photographers and external suppliers.

Cortassa Perfumerías / Parfumerie

Nov 2012 — Sep 2014

Graphic Designer / Community Manager

RETAIL · BEAUTY · ARG

- Led a full rebrand and built the brand's social media ecosystem, campaigns and in-store communications.
- Designed retail and wholesale websites plus recurring promotional and editorial materials.

Portfolio: [nahuel.design](#)