



Marco Salazar

Superpowers:

- Innovative Leader
- Pioneering Vision
- Global Team Builder
- Strategic Thinker
- Empathetic Mentor
- Creative Problem Solver
- Remote Work Expert
- Culturally Aware
- Client Relations
- Process Innovator
- Project Management & Mentorship
- AI Tool Expertise & Knowledge

Design Tools

- FIGMA
- Framer
- Adobe Photoshop (Expert)
- Adobe Illustrator (Expert)
- Adobe After Effects (Expert)
- ClickUp
- AI Tools:
 - ChatGPT
 - DALL-E
 - Gemini
 - MidJourney
 - Runway
 - Kling AI
 - Fluxpro AI
 - Lora AI
 - Stable Diffusion
 - ElevenLabs
 - Lanchain
 - Replit
 - Replicate
 - OpenAI Assistance API
 - Autogen and others...

Other Tools

- Jira
- Microsoft Excel
- Google Drive
- Google Slides
- MailChimp
- Hubspot
- Float
- HotJar
- Jira
- Slack
- Greenhouse
- React.js
- Vue.js
- HTML5
- Material-UI
- CSS
- JavaScript

Education

Miami International University of Art & Design.

Bachelor's Degree Computer Graphics – Animation & Film.

Licenses & certifications

- UDEMY- Creating and Running an Agile Project in JIRA
- PMI – Product Management: Building a Product Roadmap
- LinkedIn – Building a Product from Scratch
- LinkedIn – Creating Growth Projections for Your Business
- IBM – Enterprise Design Thinking – Team Essentials for AI
- IBM – Enterprise Design Thinking Co-Creator
- IBM – Enterprise Design Thinking Practitioner

/ INFO

- 📍 Fully Remote (Anywhere)
- 🕒 EST Time UTC-4
- 📁 Job Type: Contract – Full-time
- ✉ Email: advertti@gmail.com

Languages

- Spanish – Native
- English – Professional Working proficiency

[LinkedIn](#)

[Website](#)

[Portfolio](#)

[Recommendations](#)

[Certifications](#)

/ DESIGN DIRECTOR

Strategy + Creativity + Design + Innovation

As a Design Director with over 22 years of experience, I thrive on transforming bold, innovative ideas into meaningful realities through strategic vision and creative problem-solving. With a passion for crafting exceptional user-centric experiences, I've led diverse, cross-functional design and product teams spanning various countries and cultures.

More than a decade in product roles has shaped me into a strategic thinker, decisive leader, and inspiring communicator. I'm an empathetic and visionary leader who embraces creativity, innovation, and the excitement of thinking beyond boundaries. I believe in taking risks to push the limits of what's possible.

My approach is all about owning the design process, shaping visionary concepts into impactful digital products, and delivering results that leave a lasting impression. I take pride in leading teams driven by creativity and innovation, consistently raising the bar for digital design excellence.

Industry Expertise: Finance, Wealth Management, Asset Management, HealthTech, Nonprofit, Consumer Goods, FinTech, Blockchain, Technology, Security, Advertising, among others.

Some Clients I've Worked With: Nike, Coca-Cola, Motorola, Nokia, Toyota, Spectrum Technology, Trump Ocean Tower Panama, Frontier Capital Management.

Some Live Projects: [Altar Rock](#) – [Gnomon Alpha](#) – [Casa Baez Foundation](#) – [Meydenvest](#) – [Daybreak HealthTech Without Borders](#) – [Mindup](#) – [Mindstep](#) – [Carrot Fertility](#)

/ PROFESSIONAL SKILLS

- Product Design Leadership
- Brand Design & Development Expertise
- Brand Strategy and Creative Concept
- Strategic Product Vision & Execution
- Creative Direction & Art Direction
- Cross-Functional Team Leadership
- Commitment to Continuous Improvement & Excellence
- Adaptability and Openness to Change
- Advanced Product Design, UX, and UI Expertise
- Agile Methodology Proficiency
- Experience in SaaS, DeFi, Blockchain, B2C, P2P, B2B
- Holistic Product Perspective Across Digital Ecosystems
- Web Design and Development Expertise
- Proficiency in Design & Collaboration Tools (Figma, Sketch, Adobe CC)
- AI-Powered Design & Productivity Tools Expertise
- Advertising & Digital Marketing Experience
- Creativity in Branding, Marketing, and Strategic Development
- 3D & 2D Design and Animation Expertise
- Graphic Motion
- Strong Background in Storytelling and Visual Communication

/ WORK EXPERIENCE

Design Director at Sora Union (Nov 2022 – Present)

- Lead a remote, multicultural team spanning 20+ countries in digital design, product design, and web development across diverse industries.
- Directed brand development, brand refresh initiatives, and design direction for various projects.
- Created and delivered impactful client presentations showcasing strategic and creative solutions.
- Specialized in brand, web and product design, with a focus on finance, technical products, and marketing design for US-based clients.
- Achievements: Built and led a high-performing design team, directed exceptional creative output, and contributed to the growth and revenue of a three-year-old startup. Delivered consistent, high-quality design work, ensuring happy clients and sustained success.

Head of Product/Core and Design at 5ireChain (Jan 2022 – Aug 2022)

- Developed product strategy for Web3, Blockchain, and DeFi products.
- Built and led a global product design team.
- Focused on sustainable blockchain technology integration.

Design Team Lead at ZenderPay (Dec 2020 – Jan 2022)

- Led product development in a crypto payments startup.
- Responsibilities included market analysis, stakeholder engagement, and strategic planning.

Director of Product Design at Sensla (Oct 2018 – Jan 2021)

- Led the development of AI-driven solutions for remote work environments.
- Managed product vision, stakeholder communication, and international project direction.

Design Director – Regional Products at Spectrum Technology (Nov 2014 – Oct 2018)

- Directed product vision and business innovation plan.
- Influenced stakeholders and collaborated on web design and development.

Co-Founder & CDO at AdvertisingCake (Jun 2011 – Aug 2014)

- Managed multiple projects and brands in a digital development agency.
- Focused on web development, film and photography direction, and VFX.

Art Director at Crema Creativa (Apr 2007 – May 2011)

- Led product design team in a digital advertising agency.
- Oversaw web-design, development, and QA of 3D animation and visual effects.

Co-Founder & Film Director – VFX Director at Advertti Projects (Apr 2003 – Mar 2007)

- Conceptualized and designed products, specializing in digital illustration and 3D animation.
- Worked as Art Director and VFX Lead for international brands.