

ROGELIO GAMEZ

ASSOCIATE CREATIVE DIRECTOR



ABOUT

Resourceful creative with over 10 years of experience in omnichannel marketing and Web3 innovation, bringing a unique perspective, innovative ideas, and a diverse background to enrich brand transformation for global brands. Known for consistently finding creative solutions and driving excellence in every project.

CONTACT

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 773-951-8749

EDUCATION

BA - Art Direction
Columbia College Chicago

Graphic Design
UNITEC CDMX

SKILLS

- Creative Vision & Leadership
- Strategic Thinking
- Brand Development
- Omnichannel Campaigns
- Innovation & Trends
- Client Collaboration

TECH STACK

- Creative Cloud
- Figma
- Keynote
- Powerpoint

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Freelance - TMS, VOKAL / Mar 24 - Present

- Developed and supported the creation of digital tools and products for diverse clients across multiple industries.

EXPERIENCE

CREATIVE DIRECTOR

Americana Technologies, Inc. / Oct 2022-Feb 2024

- Revamped the brand's identity, enhancing digital visits and social engagement.
- Led the adoption of advanced photo equipment, elevating storytelling capabilities and enhancing content interaction by over 60%.
- Ideated & Executed Web3-enhanced activations at Art Basel, utilizing token-based access and merch redemption to boost brand engagement and loyalty.
- Managed and mentored creative talent.

SENIOR ART DIRECTOR

VMLY&R - Chicago, IL / Nov 2017-Oct 2022

- Developed multi-channel strategies for global brands, increasing consumer engagement and retention.
- Contributed to projects that won multiple Effies in Commerce & Shopper and Household Supplies & Services categories.

ART DIRECTOR

Arc Worldwide - Chicago, IL / Oct 2014-Nov 2017

- Created POS tactics for national programs, new product launches, and brand activations.
- Designed and deployed digital menus to McDonald's restaurants nationwide.
- Co-directed food and product photoshoots for menu refresh items, new products, POS.

CLIENTS

Americana®

Coca-Cola

Müller

Tom Sachs: ROCKET FACTORY

M

amazon

Mondelēz
International

Kimberly-Clark