

Sergio Arteaga

Senior Graphic Designer.
15+ years of experience · Miami, FL.

linkedin.com/in/saarteaga

PROFESSIONAL SUMMARY

For more than 15 years, my work has centered on brand identity and the visual systems that extend it into advertising, websites and digital products.

I started in Havana in 2009, designing with very few resources. It taught me to put the idea before the budget, and I still work that way.

Along the way I created **Elite Mockups**, a library of design resources with more than 80,000 downloads, used by 800+ creatives around the world.

CORE SKILLS

01 **Brand identity & visual systems**

02 **Advertising & campaigns**

03 **Web & digital product design**

04 **Art direction**

SOFTWARE

Photoshop 95%	Illustrator 95%	Figma 90%	InDesign 85%
Adobe XD 85%	Framer 75%	After Effects 60%	

AI IN MY WORKFLOW

Adobe Firefly · Photoshop Generative Fill · Midjourney · ChatGPT · Claude · Framer AI

MY CREATIVE JOURNEY

Blindster | Senior UI/UX & Visual Designer — Remote, USA — 2022–Present
Led the visual rebrand of a high-traffic e-commerce platform and designs its website and advertising campaigns.

Clearfy | Creative Director & Lead Designer — Remote, USA — 2018–2022
Built the brand identity from the ground up, plus the website and campaigns.

Islacel | Lead Creative Director & Product Designer — Miami, FL / Remote — 2012–2026
Brand identity, guidelines and the flagship mobile app.

Ogilvy | Graphic Designer — Montevideo, Uruguay — 2017
Advertising campaigns at one of the world's leading creative agencies.

UCI | Graphic & UI Designer — Havana, Cuba · Angola — 2009–2016
Seven years at the University of Informatics Sciences (UCI): print, branding and user interface design, including a UCI project in Angola alongside software engineers.

See more at saarteaga.com/about

EDUCATION

DEGREE · 2009
Visual Communication Designer
ISDI, Instituto Superior de Diseño · Havana, Cuba

IN PROGRESS · LEVEL 6
English · ESOL Program
Miami Dade College · Miami, FL

CONTACT & SOCIALS

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Elite Mockups elitemockups.com