

# JUAN FELIPE MORALES

Creative Director
"CUPEDELUXE"

## CONTACT


Bogotá, Colombia

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Portfolio
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## LANGUAGES

SPANISH | Native

ENGLISH| Expert

## SKILLS

CREATIVE DIRECTION

GRAPHIC DESIGN

STRATEGY

ADOBE CREATIVE SUITE

FIGMA

3D SOFTWARE

AI TOOLS

GENERATIVE AI (IMAGE & VIDEO)

## SUMMARY


Multidisciplinary Interactive Media Designer currently serving as Associate Creative Director, with a strong focus on digital campaign development and strategic project management. Passionate about creating meaningful, emotionally resonant experiences through creativity and design. Committed to a strategic, audience-first approach that ensures messages are delivered through the right channels with clarity, impact, and purpose. Proven ability to lead teams, craft compelling brand narratives, and drive high-performing creative solutions across platforms.


## WORK EXPERIENCE

**2020 - Present** | **Superside** | Associate Creative Director
Dedicated Creative Lead overseeing multidisciplinary teams and key accounts across the United States. Focused on leading the development and execution of innovative creative campaigns and impactful graphic design solutions. Drives the creation of compelling brand strategies and ensures the consistent delivery of high-quality visual assets. Committed to maintaining design excellence through cohesion, consistency, and aesthetic impact across all touchpoints.

**2020 (Jun - Nov)** | **Casa Naranja** | Creative Director
Led the creative team responsible for the conceptual, strategic, and visual development of both traditional and digital campaigns for major regional accounts, including Jack Daniel's (LATAM), Asics (LATAM), and Netflix (digital content). Oversaw end-to-end creative execution, ensuring alignment with brand objectives and market relevance across all platforms.

**2017 - 2019** | **Sancho BBDO** | Creative Director
Led the creative team responsible for the conceptual, strategic, and visual development of ATL and digital campaigns for key Pepsico Foods brands, including Papas Margarita, Doritos, and De Todito. Also managed creative execution for Gatorade, Baloto (lottery), and Hamburguesas El Corral, ensuring cohesive brand messaging and high-impact creative across all channels.

**2014 - 2017 (Apr)** | **The Brand Consulting Group** | Group Art Director
Oversaw the creative direction and graphic design for 360° campaigns (ATL, BTL, and digital) across a diverse portfolio of brands, including Hyundai Colombia, Colpensiones, Néctares California, Zona Franca Bogotá, Tumix, Sonría, RedServi, and La Universal (Ecuador). Led end-to-end creative processes to deliver integrated, high-impact campaigns tailored to each brand's strategic goals.

**2014 (Feb) - 2014 (Jun)** | **Straza Flow** | Senior Graphic Designer
Responsible for the conceptualization and design of in-store and point-of-purchase materials for clients including Grupo Diageo, Grupo Nutresa, and Suavitel. Focused on shopper marketing strategies, delivering creative solutions that effectively influenced consumer behavior and aligned with brand and retail objectives.

**2013 (Nov) - 2014 (Feb)** | **Owak Studios** | Art Director
Creative in charge of the digital management of the Listerine account of Johnson & Johnson. Conceptual and creative creation of interactive applications for web platforms and Social Network.

**2013 (Feb) - 2013 (Dec)** | **DYNAMO** | Art Director
Leader in the development and creative brand monitoring. Responsible for branding and advice on the planning of retail strategies and management of Social Network.

## AWARDS (Key Achievements)

**2023** | Behance Featured in | Motion graphics - Bolt

**2020** | Publication - ADS OF THE WORLD / Asics digital content

**2018** | Short List - Cannes Lions 2017 / Brand experience & activation - Healthcare
High Risk Athletes.

**2016** | Gold - WINA World Independent Advertising Awards / Print
Ni El Chapo pudo con esta chapa.

**2016** | Silver - FICE Festival Iberoamericano de Creatividad y Estrategia / Categoría Efectividad - Campaña Tumix Colombia está en boca de todos.

**2016** | Publication - Colombian Advertising Yearbook - Creative print / Ni El Chapo pudo con esta chapa.

**2015** | Bronze - FICE Ibero-American Festival of Creativity and Strategy / Effectiveness Campaign Hyundai Grand i10 illusion.

**2012** | Academic publication mobile interactive application (iOS) Vsound / Degree project Universidad ICESI.

## ACADEMIC BACKGROUND

2012 | Unversidad ICESI - Cali, Colombia / Interactive Media Designer

## ADDITIONAL COURSES

**2012** | Training course Social Network "SINERGIA" / Unversidad ICESI
**2011** | Development Course for iOS / Unversidad ICESI
**2011** | Animation Course "LIPSYNC" Animation Festival La Truka / Unversidad ICESI
**2010** | Course of Natural Interaction "Equinoccio 2010" / Unversidad ICESI