

LEA MENESES REGO

7870 Highway West 290, Austin, TX 78736 | M: 845.891.5496 | E: menesesnailea@gmail.com

Portfolio Website: <https://www.lealostdesign.com/work>

SUMMARY

I am a bilingual Creative Director and Brand Manager with 9 years of experience in the advertising and marketing industry. I have successfully overseen numerous projects, managing teams and collaborating with highly technical professionals to bring visions to life. I have worked with a wide range of clients, from start-ups to global corporations.

In my most recent role as Brand Manager at Infleqtion, I spearheaded the development of a comprehensive range of collateral, playing a pivotal role in establishing and enhancing their brand identity. My ability to translate complex technical concepts into accessible visual representations is one of my best strengths as a brand manager and designer.

EXPERIENCE

BRAND MANAGER, INFLEQTION JULY 2023- MARCH 2024

- Planned and executed a comprehensive brand strategy to meet business objectives.
- Aligned brand messaging and initiatives by collaborating with internal teams such as sales, product development, and marketing.
- Translated intricate technical concepts into easily understandable graphics and deliverables for diverse stakeholders.
- Ensured consistency in the company's brand identity across all communication channels and touchpoints.
- Collaborated with various product teams to develop their prototypes and establish distinctive brand identities, working closely with Industrial designers.
- Created graphics and collateral for sensitive government proposals, following strict guidelines and requirements.
- Designed and produced conference collateral, including banners and backdrops, to effectively represent the company brand.

CREATIVE DIRECTOR, INFOGRAPHIC WORLD (IGW) 2018- 2023

- Successfully led many design projects to completion with diverse clientele, such as: Proli@cs, GE, Johnson & Johnson, HP, USGA, Palo Alto Networks, The Learning House, the Embassy of Spain, Blackhawk Networks, Rakuten, etc.
- Projects led to completion include infographics, interactive media, digital marketing campaigns, web design, animations
- Creative oversight of all visual content production
- Build, lead, and review the work of the creative team in the production of all web, print, and digital marketing deliverables
- Collaborate with clients on production calls, to enable their creative vision and address all project requirements
- Supervision of the production team, ensuring deliverables effectively address clients' marketing and design goals
- Working with the project managers to ensure production schedules, capacity, and client expectations are aligned
- Review and approve art and copy developed by the team
- Forecast and manage production expenses to meet budget standards
- Generate ideas to help grow existing accounts

CREATIVE DIRECTOR (FREELANCE), CYBER EDGE 2021- 2023

- Attend project kick-off meetings, serving as an expert on the brand, creative strategy, design, concepting and process.
- Collaborate with clients on production calls, to enable their creative vision and address all project requirements
- Collaborate with designers and cross-functional teams to ensure the best, most relevant practices are employed
- Working with the project managers to ensure production schedules, capacity, and client expectations are aligned
- Review and approve art and copy developed by the team
- Forecast and manage production expenses to meet budget standards

SENIOR DESIGNER, INFOGRAPHIC WORLD (IGW) 2016- 2018

- Lead graphic designer for all digital media projects
- Collaborated with the creative director and client to develop design solutions
- Developed creative concepts and designs that were aligned with client's requests
- Assisted creative director in ensuring quality and timely delivery of project

EDUCATION

MARYWOOD UNIVERSITY 2015

Bachelor of Arts in Graphic Design

Major: Graphic Design, Minor: Photography

PRODUCTIVITY

Illustrator, Photoshop, Indesign, Lightroom, MS Office, Google Drive, Quickbase, Teamwork, Wordpress, UXpin, Basecamp, Slack, Canva, Figma

LICENSES AND CERTIFICATIONS

SEO for Social Media, Issued Jan 2021

Lightroom Classic CC Essential Training, Issued Jan 2021

UX Design: 1&2, Issued Aug 2021

Planning a Career in User Experience, Issued Aug 2021