

SF Bay Area • [luis@acoltzi.com](mailto:luis@acoltzi.com) • [linkedin.com/in/luisacoltzi](https://www.linkedin.com/in/luisacoltzi) • Portfolio: [LuisAcoltzi.com](https://LuisAcoltzi.com)

Dynamic creative leader with over 9 years of diversified experience in UX, branding, and digital design. Possess extensive experience in designing brand assets for Fortune 500 companies, fueled by a robust creative vision and effective communication. Expertise in building elevated consumer experiences across digital, print, and experiential design platforms from ideation to execution.

### TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, XD, Lightroom) | Figma | Sketch | Google Docs | Google Slides  
HTML / CSS | WordPress | Microsoft Office Suite | Keynote | Prototyping | Wireframing

### PROFESSIONAL EXPERIENCE

**Juul Labs** San Francisco, CA

March 2019 - January 2023

**Art Director, Corporate Brand** March 2020 - January 2023

Promoted to manage and strategize creative design elements of print and digital visual assets in collaboration with multidisciplinary teams to ideate elegant, practical solutions for branded design challenges.

- Matured brand identity to drive greater brand consistency and build brand value by elevating visuals.
- Developed the brand resource centers to guarantee brand consistency and availability for employees, which streamlined the requests, and brief creation process, and reduced processing time by 40%.
- Produced the 2021 Juul Labs Global Supplier Conference; created materials for a national convention with 22,000 attendees, and managed assets for a global forum with 400+ attendees from 84 countries.

**Communications Design Manager** March 2019 - March 2020

Redesigned the user experience (UX) and interface for the Newsroom, which improved legibility, accessibility, and consistency in look and feel in alignment with current brand standards.

- Enabled team members to create branded materials, which reduced 50% of collateral requests.
- Crafted visual content using product data for the new Juul Labs Science website.

**Graphic Designer | Walmart eCommerce/SamsClub.com** San Bruno, CA

August 2018 - March 2019

Liaised with cross-functional teams to conceptualize, strategize, design, and execute visual solutions and graphic designs from concept to mock-ups, revisions, and final delivery across multiple channels.

- Prepared critical design assets for iPhone, iPad, and Samsung Galaxy product launches including landing pages, emails, banner ads, and homepage for four campaigns per month.
- Amplified the impact of Black Friday campaigns by refining digital assets which led to sold-out products.

**Art Director & Graphic Designer | Freelance**

March 2014 - March 2019

Worked independently and with agencies like Elemento L2, Purple Group, and McCann to build creative assets for Fortune 500 clients including Amazon, Target, Walt Disney World, Coca-Cola, and Datahug/SAP.

- Created campaigns and digital assets for display highlighting AmazonBasics, Stone&Beam, Ravenna Home, and Rivet Brands across Kindle devices as well as Amazon and Echo apps.
- Launched Target's #SinTraducción Campaign and launch party including graphics, visuals, activation materials, and organized social media elements to promote the launch party.

**Graphic Designer | Alzheimer's Association** Chicago, IL

June 2015 - March 2018

Conceived, created, and directed branded print and digital collateral to articulate and influence creative direction for newness and innovation, and applied expertise in graphic layout, technique, color, and detail.

- Delivered 400+ pieces that reached 600+ communities nationwide each year in digital and print media.

### EDUCATION

**Bachelor of Arts – Art Studio** University of New Mexico, Albuquerque, NM 2013

### CERTIFICATIONS

**UX Academy** Designlab | **Brand Management: Aligning Business, Brand & Behavior** University of London