Andres **Ballesteros**

Art Director

Summary

Bilingual creative and communications professional with over 10 years of experience developing brand creative, integrated marketing campaigns, digital content, and communications for global organizations. Skilled at combining strategic thinking, visual storytelling, and cross-functional collaboration to deliver engaging creative across print, web, social, video, and experiential formats.

Phone
407-608-9741

Email
andresballev@gmail.com

Portfolio
www.andresballev.com

Core Expertise

- Art Direction, Integrated Campaigns, Brand Systems, Visual Storytelling, Creative Concepting, Video & Studio Direction, Storyboarding, Paid Social, Digital & Print Design, Experiential Design, Cross-Functional Collaboration, Graphic Design, Visual Branding, Typograhy, Layout Design

Experience

Art Director | Chewy ***Apr 2025 - Aug 2026***

- Spearheaded design and video production for one of Chewy Healthcare's largest annual B2B expos, creating educational videos, large-format displays, print materials, and digital collateral.
- Collaborated with in-house studio teams to produce paid social content for annual campaigns spanning flea and tick prevention, seasonal allergies, pain relief, and anxiety awareness.
- Orchestrated creative direction from concept art and storyboarding through final production, delivering 9-12 multi-length videos per campaign across various channels and marketing-funnel stages.

Senior Graphic Designer | Chewy ***Sept 2021 - Apr 2025***

- Led concept development and execution across video, digital, and print for Chewy Healthcare campaigns supporting pharmacy, pet insurance, virtual veterinary care, and in-person clinics.
- Delivered over 50 assets per campaign while managing an average of two to three high-visibility campaigns per month under accelerated production timelines.

Graphic Designer & Marketing Specialist | EzTalk Mobile ***Aug 2020 - Sept 2021***

- Established visual identity and branding for the company's launch, generating campaign creative, commercial ad concepts, scripts, and storyboards, including social media content, motion graphics, website imagery, and digital marketing layouts.

Communications Associate | The Walt Disney Company ***Feb 2017 - Sept 2021***

- Authored and maintained knowledge-base content and employee communications to support a high-volume contact center for Disney Vacation Club members.
- Developed collateral for employee recognition, professional development programs, service anniversaries, and Cast Member initiatives serving over 200 team members.
- Executed coordinated communication plans across email, print, digital signage, and internal platforms.

Graphic Designer (freelance) | Carnival Corporation & PLC ***Feb 2017 - June 2019***

- Designed print and digital marketing assets, including brochures, catalogs, banners, posters, and sales collateral to support promotional and commercial initiatives.
- Produced brand-consistent creative for Carnival Corporation's global cruise portfolio, encompassing Carnival, Costa, AIDA, Holland America, P&O Australia, Cunard, Seabourn, Princess, and Fathom brands.

Production Designer | Hogarth Worldwide (WPP Production) - Apple ***July 2016 - Jan 2017***

- Adapted and revised digital marketing assets for iPhone, Mac, Apple TV, and Apple Watch for South American markets.
- Localized screen designs to ensure alignment with regional audiences, Apple brand standards, and market requirements, delivering accurate web assets under stringent deadlines.

Graphic Designer | Nevarez Communications ***Sept 2015 - Jun 2016***

- Directed creative development of print, digital, experiential, and brand marketing assets for clients such as Visa, Bud Light, and Real Sangria.
- Designed experiential signage for Visa, targeting international shoppers at Miami's Dolphin Mall, and developed fan-zone interactive visuals for Bud Light at the 2015 Capital One Orange Bowl.

Technical Skills

Design & Production

- Adobe Photoshop, Illustrator, InDesign, Lightroom, Acrobat, Figma, Adobe Firefly.

Workflow & Collaboration

- Workfront, Slack, generative AI tools

Languages

- English and Spanish - bilingual proficiency

Education

Bachelor of Arts in Communications, Emphasis in Graphic Design ***Sept 2009 - May 2013***

- Waldorf University - Iowa