



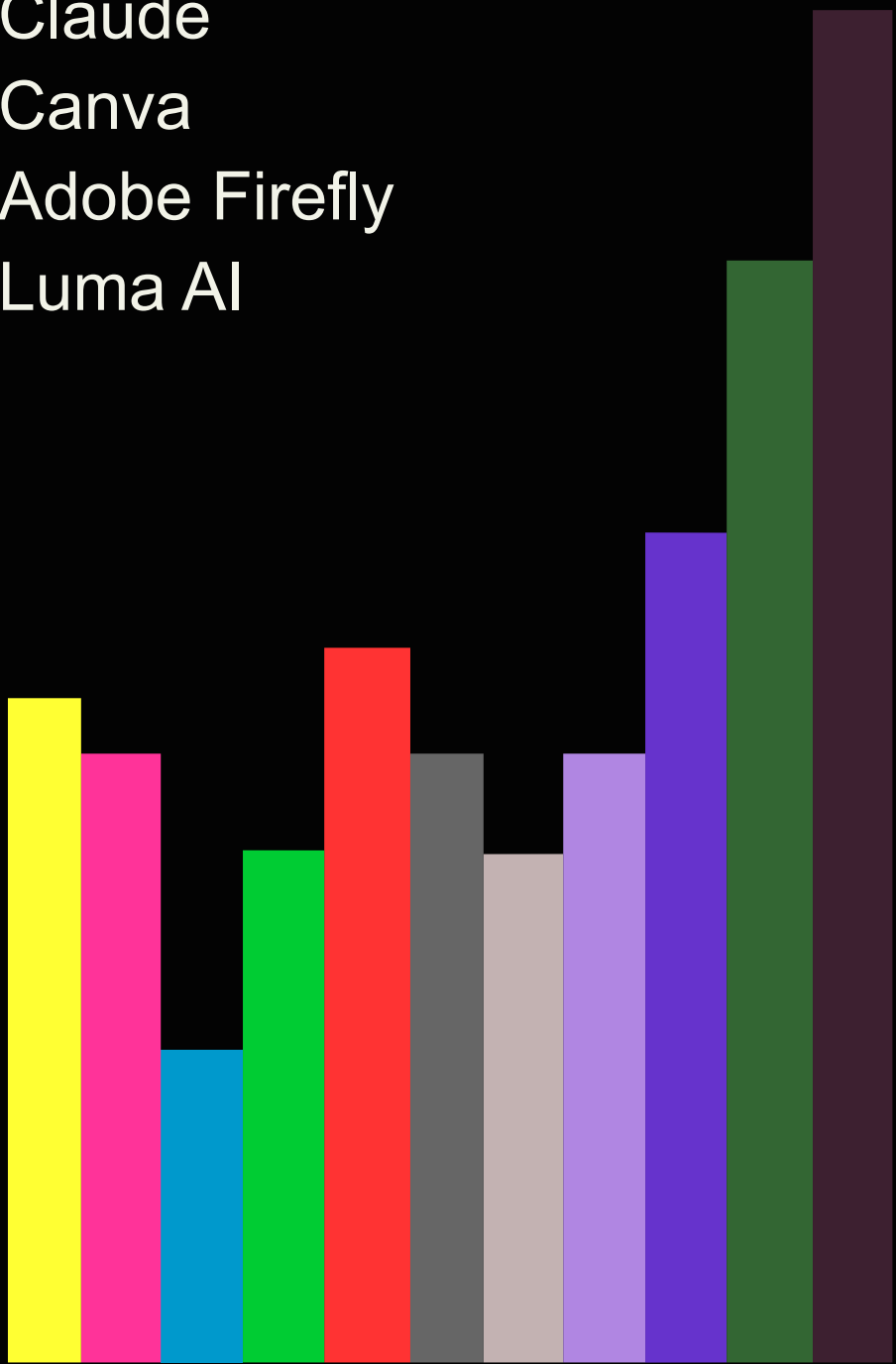
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NATIONALITY  
United States Of America  
Peru

PORTFOLIO  
www.felipeurteaga.com

PROFESSIONAL SKILLS  
Creative Direction  
Brand Development  
Concept Art  
Animation  
Illustration  
Graphic Design  
Storyboarding  
Team Management  
Adobe Creative Suite  
Corporate Communications  
Ai Integration

AI EXPERTISE  
Midjourney  
DALL-E  
Runway ML  
Pika Labs  
Eleven Labs  
ChatGPT  
Claude  
Canva  
Adobe Firefly  
Luma AI



# FELIPE URTEAGA

## EXECUTIVE SUMMARY

Creative Director and Concept Development professional with over 17 years of global experience across design, branding, and entertainment. Integrating Artificial Intelligence tools to enhance ideation, visualization, and storytelling workflows, I bring an artistic yet strategic approach to brand expression, concept art, and creative production for high-end clients worldwide.

## PROFESSIONAL EXPERIENCE

- **TAHAD – Riyadh, Saudi Arabia | Nov 2023 – Present**  
Lead Brand Designer, Senior Product Designer
  - Implemented the foundational brand identity from the ground up, including the creation of the official logo, visual standards, and comprehensive style guides.
  - Directed the full product design lifecycle for the majority of the company’s portfolio (over 90% of all products), ensuring brand consistency across all consumer launches.
  - Established a cohesive visual language that successfully unified product design, packaging, and digital communication materials under a single, strong aesthetic.
- **SICKINDIVIDUAL LLC – New York, USA | Mar 2015 – Present**  
Founder, CEO and Creative Executive
  - Led the firm’s creative and design strategy, product design, and marketing activations across global markets.
  - Integrated AI-driven concept pipelines using Midjourney and Runway ML to accelerate ideation and campaign visualization.
  - Expanded retail coverage and creative collaborations across Latin America, North America, and the Middle East.
- **BALICH WONDER STUDIOS – Milano, Italy | Jun 2019 – Dec 2021**  
Storyboard Director
  - Translated scripts and creative briefs into visual storyboards for high-profile productions such as the Panamerican Olympic Games 2019.
  - Utilized AI visualization tools for faster concept iterations and dynamic storytelling proposals.
  - Led the conceptual design proposal for Riyadh Season 2021 Opening Event.
- **READY GO VENTURES – New York, USA | Jan 2016 – May 2019**  
Art Commercialization Director
  - Managed product branding and design from concept to execution for major influencers and entertainment brands.
  - Designed merchandising portfolios and AI-assisted marketing plans for media personalities with 30M+ YouTube subscribers.
- **JAWAD BUSINESS GROUP– Dubai, UAE | Jun 2017 – Dec 2017**  
Creative Director
  - Conducted market research and developed consumer-driven brand strategy.
  - Directed creative strategy and AI-enhanced visual design for ShoeCiti’s rebranding and retail store revamp.
- **SIX POINT HARNESS – Los Angeles, USA | Jan 2009 – May 2012**  
Animator and Layout Artist
  - Created animation for the award-winning show 'Electric City,' produced by Tom Hanks.
  - Supported pre-visualization workflows using early-stage AI-assisted animation pipelines.

## EDUCATION

Bachelor of Fine Arts – Major in Creative Arts  
School of Visual Arts, New York | 2004 – 2008