

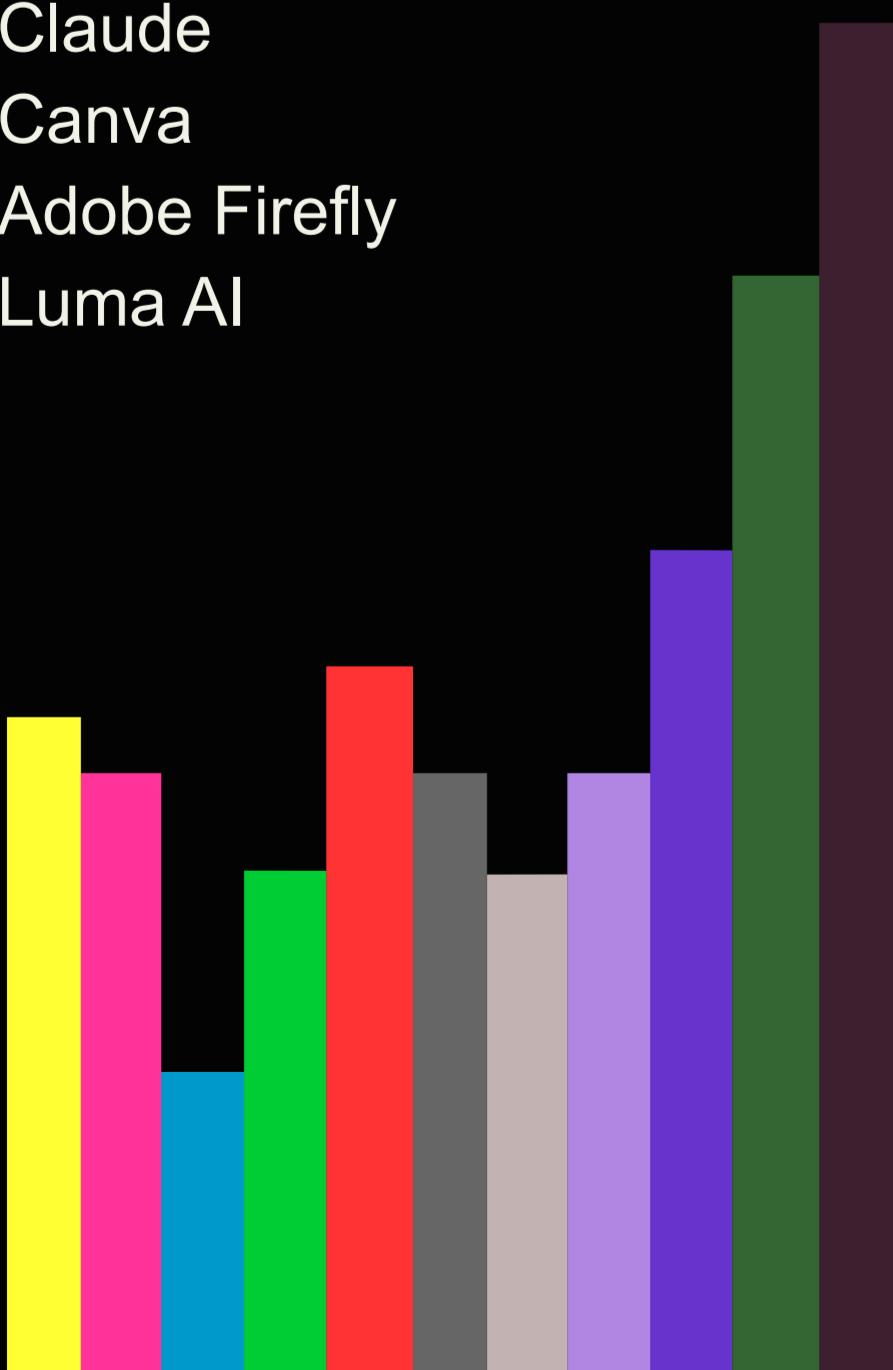
CONTACT
Lima, Peru
+51 933 667 296
lfurteagaortiz@gmail.com

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