



## CONTACT

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## NATIONALITY

United States of America  
Peru

## PORTFOLIO

[www.felipeurteaga.com](http://www.felipeurteaga.com)

## PROFESSIONAL SKILLS

Art director  
Brand development  
Brand Communications  
Corporate Communications  
Expert in design software;  
including Adobe Creative Suite  
Creative media advertising  
Concept artist  
Event planning  
Animator  
Illustrator  
Graphic design  
Merchandizing  
Team management  
Time management  
Project management

# FELIPE URTEAGA

## EXECUTIVE SUMMARY

Creative director and development professional with +15 years of global experience across multiple art and design disciplines, both traditional and digital. A high-performing professional that institutionalizes creativity management and champions the creative process to deliver business objectives and memorable creative work with lasting impact.

## PROFESSIONAL EXPERIENCE

### Creative Development Advisor

Jan 2008 - Present

- **The Romann Group:** Developed advertising content for lead clients, such as Pontiac
- **Schooling Films:** Directed, edited and colorized music video production
- **Senor Z:** Led brand promotion storyboards for FMCG
- **Disney World:** Created and designed a phone interactive game application
- **Bento Box:** Lead animator for award animation studio, creators of Bob's Berger
- **Bobtoons:** Directed creative animation proposal for ACDC music brand TV series

### Sickindividual LLC - New York, USA

Mar 2015 - Present

#### Founder, CEO and Creative Executive

- Led the firm's creative and design strategy, brand development, product manufacturing and design, and marketing activations
- Expanded the company's retail coverage across Latin America, North America and the Middle East

### Balich Worldwide Shows - Milano, Italy

Jun 2019 – Dec 2021

#### Storyboard Director

- Managed the translation scripts and concept briefs to visual storyboards for the 'Panamerican Olympic Games 2019' ceremony broadcast
- Led the conceptual design winning-proposal for the 'Riyadh Season 2021' opening event

### Jawad Business Group – Dubai, UAE

Jun 2017 – Dec 2017

#### Creative Director

- Conducted primary and desk-top market research and a situation analysis to develop the brand strategy towards consumer segment
- Managed the company's brand development, including visual identity for ShoeCiti.
- Led the creative direction and design strategy for the stores revamp initiative, increasing the customer base

### Ready Go Ventures – New York, USA

Jan 2016 – May 2019

#### Art Commercialization Director

- Managed product branding and design from concept to execution for the company's key accounts
- Designed merchandising portfolio and marketing plans for top global media influencers with +30 million YouTube subscribers

### Six Point Harness – Los Angeles, USA

Jan 2009 – May 2012

#### Animator and Layout Artist

- Developed animation for the show 'Electric City', created by actor and producer Tom Hanks

## EDUCATION

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

2004 - 2008