



# MARCOS MONROY LOPEZ

## DESIGN LEAD+ CREATIVE DIRECTION

[www.marcosmonroy.net](http://www.marcosmonroy.net)

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## CONTACT

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Currently based in Taipei, Taiwan.

## LANGUAGES

English Business Level

Spanish Native Speaker

French Rusty

Chinese Basic

## TECHNICAL SKILLS

UI/UX Design

Generative AI tools

Vibe Coding

Adobe Creative Suite

Video and Audio Edition

Illustration

Storyboarding

Figma

LMS tools

## CORE COMPETENCIES

Strategic Leadership

Creative Direction

Cross-cultural Collaboration

Art Direction

Branding

Storytelling

Brainstorming

## EDUCATION

**Creativity for Advertising Diploma 2009**

*El Semillero / DDB Mexico*

**Graphic Design Diploma 2007**

*University of Illinois at Chicago*

**Bachelor's in Graphic Design 2003–2008**

*Autonomous University of San Luis Potosi, Mexico*

## Summary

Hands-on Creative Director and Visual Designer with 15+ years of experience leading integrated campaigns and design projects across Latin America and Asia. Specialized in brand development, creative strategy, and digital innovation for global brands. Proven leadership in managing multidisciplinary teams, embracing generative AI tools, and driving creative excellence across digital platforms.

## WORK EXPERIENCE

### Head of Design | 2020–Present

*The Renewable Construction Academy (Taiwan/Denmark)*

- Leading a global design team across Asia and Europe in developing e-learning courses for the Renewable Energy Industry.
- Overseeing UI/UX design, visual identity, and content strategy across digital and social media platforms.
- Introducing AI-assisted workflows and Vibe coding to streamline content production and enhance brand consistency.

### Independent Design Consultant | 2022–Present

Current Clients:

- Reactwise (UK, YC S24): UI/UX Design, AI Co-Pilot Platform for Chemical Process Optimization. Since 2025.
- Apiceflow (Hong Kong): Web, mobile and Blockchain Product Development. Since 2025.
- Bailalo Dance Studio (Taiwan): Social Media. Since 2022

### Associate Creative Director | 2016–2019

*Terán TBWA (Mexico City)*

- Led full-cycle campaign development for Domino's Pizza, Vips, Bachoco and Profuturo.
- Mentored creative teams and translated conceptual ideas into integrated media strategies.
- Delivered creative solutions across ATL, BTL, and digital formats.

### Senior Creative | 2014–2016

*Upgrade Marketing (Mexico City)*

- Produced experiential and digital marketing content for Starbucks, Volkswagen, Unilever, and AB InBev.
- Collaborated closely with designers and production teams on multi-platform experiential campaigns.
- Delivered high-impact visual presentations and social media content.

### Creative Copywriter | 2010–2014

*Olabuenaga Chemistri/Publicis Groupe (Mexico City)*

- Concepted and executed ad campaigns for AAA brands such as Walmart, PepsiCo, Tecate, Lala, Banamex, and General Motors.
- Partnered with creative teams to craft compelling copy for TV, print, digital, and OOH campaigns.