



MARCOS MONROY LOPEZ

**DESIGN LEAD+
CREATIVE DIRECTION**

PORTFOLIO

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CONTACT

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Currently based in Taipei, Taiwan.

LANGUAGES

English Business Level

Spanish Native Speaker

French Conversational

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

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, applying generative AI tools, and driving creative excellence across digital, experiential, and social 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 RECOA's e-learning content.
- 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.

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 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.

EDUCATION

Diploma in Creativity for Advertising 2009

El Semillero / DDB Mexico

Graphic Design Diploma

University of Illinois at Chicago 2007

Bachelor's in Graphic Design 2003–2008

Autonomous University of San Luis Potosi