



Creative Designer & Vibe Coder

David Salcedo

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Art Director and Vibe Coder (Ex-Front End). **11 years merging code and aesthetics.** Today, I design systems with an engineering mindset for Humanoides & Asociados.

Professional Experience

PRODUCT DESIGNER

DATASTREAM / 2025 (Remote)

I designed and developed key product features (Sass), successfully democratizing YouTube Peru streaming data.

FOUNDER & CREATIVE DIRECTOR

ALWAYS182 / 2023-2025 (Remote)

I founded and managed a D2C brand of merchandise and collectibles. I executed UX and growth strategies on Instagram, converting content into international sales from day one.

CREATIVE ART DIRECTOR

OGILVY / 2021-2022 (Argentina)

I conceptualized and developed key visuals for leading campaigns and brands in Argentina and around the world.

I wrote scripts and advertising headlines, aligning creativity with commercial objectives.

I produced assets with the design team, ensuring agile processes and deliveries.

SENOIR DIGITAL DESIGNER

SUPAY / 2018-2020 (Peru)

I led a team of designers in the production of content for social media. In one year, we significantly improved the quality of content for our clients, including Hilton, Novotel, and Marriott Hotels in the city of Cusco.

TRAYECTORIA TÉCNICA

DEVELOPER / 2011-2017 (Argentina & Peru)

FRONT-END DEVELOPER (B2C, PERU)

2 years focused on developing user interfaces with JavaScript.

DESIGNER & FRONT-END DEVELOPER (BULLPIX, ARGENTINA)

Rapidly promoted to developer due to proficiency in HTML/CSS/JS.

Specialized Skills

PRODUCT DESIGN

UX/UI Design, Product Strategy, Scalable Design Systems

TECH & AI

Prompt Engineering, Software Engineering, JavaScript, HTML5

CONTENT & GROWTH

Social Media Copywriting & Storytelling

PERFORMANCE

Funnel Optimization & Growth Strategy

Tools

Design & Creativity

Figma, Adobe Suite, DaVinci Resolve, Blender 3D, Affinity

AI

Gemini, ChatGPT, Stable Diffusion, ComfyUI, AntiGravity

Management

Trello, Monday, Meta Business Suite

Education & Awards

Certifications

Content Strategist - Platzi (2024) / Remote

Creative Art Director - Brother AD School (2020) / Argentina

Awards

Diente de Plata - Círculo de Creativos Argentinos (2020)

Degree

Bachelor in Graphic Design - ISIL (2015) / Perú

Mindset & Soft Skills

Self-Taught

Ability to research and learn new methods and technologies independently.

Problem Solver

Skilled at breaking down and resolving complex product issues

Adaptable

Agile in pivoting between creative direction and technical execution.

Languages

- Spanish (Native)
- English (B1/B2)