Adrian Acosta

Art Director / Graphic Designer

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SUMMARY

Art director and graphic designer focused on concept, visual systems, and brand storytelling across web, campaigns, and print. I clarify goals into actionable creative directions and production-ready deliverables, and guide them into production without losing craft.

CORE SKILLS

Concept and Art Direction: campaign ideas, visual language, narrative framing, exploration comps
Visual Design and Systems: typography, color, layout, image direction, components, states, usage guidelines
Collaboration and Tools: creative and dev sync, scoping, stakeholder alignment; Photoshop, Illustrator, InDesign, After Effects, Premiere, XD, Figma, Sketch, Zeplin, ReadyMag, Webflow, Lightroom, PowerPoint

EXPERIENCE

Wunderman Thompson | Art Director | Mar 2018 - May 2021 | New York
Clients: Garage Team Mazda, Google, AT&T;
- Rebuilt the Mazda VDX in-browser experience with Exponential and Garage Team Mazda, updating the UI to new specs and delivering redlines and prototypes.
- Designed the concentric circle glow overlay under vehicle wheels on mazdausa.com to visualize the powertrain; minimal and legible across backgrounds and screen sizes.
- Built a reusable master template, documented steps (layers, sizing, blend approach), and trained the WT production team; used in Build and Price to speed consistent delivery and avoid one-off renders.
- Produced hi-fi comps and prototypes, redlines, and asset kits; created digital banners and print spec guides; optimized 360 interior and exterior sprites; retouched imagery.
- Reviewed junior designers' work for quality and brand consistency; partnered with developers and account on delivery.

Jungle Magic | Founder and Creative Lead | 2022 - Present
- Illustration-led brand translating character and symbolism into posters, apparel, and stickers with a cohesive visual system.
- Direct end-to-end: concept, palette and typography, merchandising logic, storefront presentation, and production-ready files.

QA Lead and IT Specialist (earlier career) | 2012 - 2018
- Test planning, edge-case thinking, and disciplined handoffs that reinforce clarity and reliability.

EDUCATION

B.A., Graphic Design, Veritas LCI University (2019) | Bachelor, Systems Engineering, Universidad Nacional de Costa Rica (2013)

CERTIFICATIONS

UX Design (Google and Coursera, 2023) | AI Image Generation (Google and Coursera, 2024) | Introduction to AI (IBM and Coursera, 2024)