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ADRIAN ACOSTA

Interdisciplinary designer with strong experience in fast-paced **digital advertising**. A fusion of **Graphic Design**, **Art** and **IT Engineering** backgrounds fuel a creative and analytical approach, transforming intricate business needs into captivating visual stories that resonate with audiences and drive results.

EXPERIENCE

ART DIRECTOR | WUNDERMAN THOMPSON (2019 - 2021)

Played a key role in the **Art Direction**, creation, and production of digital advertising campaigns. Collaborated with internal and external teams to execute creative strategies and campaigns for high-profile clients, including **Garage Team Mazda**, **Google**, and **AT&T**.

• **Design Review & Quality Assurance:** Reviewed and approved junior designers' work to ensure quality, brand consistency, and accuracy across all designs.

• **UX/UI Redesigns**: Led UX/UI overhauls, including the Mazda CX-9 2021 VDX app, improving user flows and optimizing scalable design systems.

• **Mazdausa.com "Build and Price" Redesign:** Collaborated on the UI redesign for Mazdausa.com's "Build and Price" tool, improving usability and driving a **15% increase in sales leads.**

• **Design Systems & Prototyping:** Created comprehensive design systems using Adobe XD and Sketch to optimize the production of Mazda USA's online advertising campaigns, ensuring brand consistency and streamlining internal design processes.

• **Digital Marketing & Print Design:** Partnered with marketing teams to create digital ad campaigns and print specification guides for Mazda vehicle models.

CREATIVE DIRECTOR | JUNGLEMAGIC (2022 - 2024)

Founder & **Creative Lead** of **JungleMagic**. A brand that intertwines artistic vision with spiritual exploration. Developed a framework of seven core insights into the human experience, guiding the creation of art and stories showcased in a **5-star rated Art Shop**, which serves as both a creative platform and business venture.

SKILLS

• **Technical Skills:** Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Figma, Sketch, Zeplin, ReadyMag, Webflow.

• **Design Skills:** Graphic Design, Art Direction, UX/UI Design, AI Content Generation, Illustration, Photography, Color Theory, Web Design, Print Design, Branding and Identity

EDUCATION

• **Graphic Design** Art School - Veritas LCI University (2019)
• **Systems Engineering** - Universidad Nacional de Costa Rica (2013)
• **UX Design** - Coursera, Google (2023)
• **AI Image Generation** - Coursera, Google (2024)
• **Introduction To Artificial Intelligence** - Cousera, IBM (2024)