

Juan + Guevara

Creative Direction + Art Direction + Design

jg-creative.com

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Miami-based Creative Art Director with 24 years of experience leading multidisciplinary work across branding, design, and strategic communications. I specialize in transforming complex ideas into compelling, insight-driven creative that balances innovation with real-world impact.

Experience

INDEPENDENT / AGENCY PARTNERSHIPS // Creative Art Director // Miami, FL

2023 - Present

- Develop and execute 360° campaigns across digital, print, broadcast, and experiential channels
- Partner directly with executive stakeholders to align creative strategy with business goals
- Provide brand development, positioning, and visual identity systems for new and evolving brands
- Lead cross-functional teams and external partners to deliver high-quality creative at scale
- Oversee concept development, production, and execution from ideation through launch
- Support agencies and organizations as a senior creative lead, bringing structure, clarity, and elevated creative output

CLIENTS: Active Solutions, LuxHaus, Marriot, CMG, CM Kids, PCPeasy, Noncompliant.

ITMA MARKETING // Creative Director // Miami, FL

2011 - 2023

- Led creative direction and execution across all agency accounts, delivering integrated campaigns across print, out-of-home, television, and digital platforms.
- Directed multidisciplinary teams including art directors, designers, copywriters, developers, and motion artists
- Developed and executed large-scale campaigns for healthcare, hospitality, finance, and consumer brands
- Oversaw budgeting, production planning, vendor sourcing, and campaign rollout
- Led client presentations, strategic planning sessions, and new business pitches
- Conceptualized and directed broadcast campaigns for general and Hispanic markets
- Managed high-profile talent shoots and brand spokesperson photography

CLIENTS: VISA, Dux, Matter Lab Architects, Zummy Nutrition, Mallard Vodka, Simply Healthcare, Healthsun Health Plans, DN Network, Tenet Health, Palmetto General Hospital, Hialeah Hospital, INARI Medical, Ocean Bank.

TRIMENTION GLOBAL COMM. // Creative Director // Miami, FL

2007 - 2011

- Directed creative across international campaigns, corporate communications, and brand initiatives
- Managed all creative deliverables across agency accounts and global marketing efforts
- Built and led creative teams while maintaining high standards for output and efficiency
- Facilitated client workshops, brainstorming, and presentations
- Strengthened client relationships through strategic thinking and consistent delivery

CLIENTS: Virgin Airlines, Tropicana, Sony, Johnson & Johnson, Waldorf Astoria, Depuy, DoubleTree, Pentax Medical, Edwards Lifesciences, Miami Beach Bowl, Hard Rock Casino, Disney, Our Lucaya Bahamas, Conrad Hotels, Hilton Hotels, US Army, Navy.

Education

International Academy of Design and Technology // Tampa, FL

Bachelor's Degree in Visual Communications & Design

Skills

Creative Direction, Art Direction, Brand Strategy, Campaign Development, Team Leadership, Visual Identity, Integrated Marketing, Content Production, Photography, Film.

SOFTWARE: Adobe CC (Illustrator / Photoshop / Indesign / After Effects / Premiere) Final Cut Pro

PHOTOGRAPHY: Commercial, Leisure, Fashion, Advertising, Product

FILM: Direction, Filming, Editing, Post

Speak english and spanish fluently.