

# ARMANDO GUZMAN SANCHEZ

Brand Designer | 📍 Dominican Republic (UTC-4)

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Creative Brand + UI Designer with 9+ years of experience building brand systems, campaign ecosystems, and digital assets for global teams and clients. I specialize in translating underdeveloped or evolving brand identities into scalable visual frameworks that work across channels, from paid media to UI and lifecycle marketing.

My work sits at the intersection of strategy and execution: I bring structure to ambiguity, align visuals with business goals, and build systems that make design more consistent, efficient, and effective over time. Known for strong collaboration, clear communication, and high standards, I thrive in remote environments where ownership, craft, and reliability matter.

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## KEY SKILLS & SOFTWARE

Brand Systems Design  
Visual Identity  
Figma  
Adobe Illustrator  
Adobe InDesign

Adobe Photoshop  
Art Direction  
Logo Design  
Design Thinking  
Design Systems

Email Marketing Design  
Print Design  
Social Media Design  
Advertising Design  
Generative AI Tools

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## PROFESSIONAL EXPERIENCE

*Coalition Technologies (Remote)*

*2025-Present*

**Senior Advertising Designer (Feb 2026 - Present)**

**Graphic Designer - Advertising (Jan 2025 - Feb 2026)**

- Led brand and marketing design across **80+ clients**, translating emerging or inconsistent brand identities into cohesive, scalable visual systems across paid media, lifecycle marketing, and digital campaigns.
- Designed **2,700+ assets** across paid social, paid search, email marketing, landing visuals, organic social, print, packaging, and branded merchandise, ensuring consistency across channels and touchpoints.
- **Expanded brand systems** for SMB and mid-market clients by defining color palettes, typography hierarchies, layout rules, and reusable components where formal guidelines did not exist.

- Built modular **Figma** email systems and component libraries to support lifecycle marketing flows (welcome, abandoned cart, win-back, sunset), improving scalability and production speed.
- Partnered closely with strategists, copywriters, and paid media teams to align visual execution with campaign objectives, performance metrics, and audience intent.
- Contributed to campaigns achieving up to **14x ROAS** and high-performing seasonal launches exceeding **\$15K in weekend revenue**.
- Owned the highest monthly average revenue on the Marketing Design team (\$7.6K+), contributing **\$90K+ in managed revenue** over 12 months through efficient execution and strong quality control.
- Recognized as **Marketing Designer of the Year (2025)** for “Remarkable Revenue Produced” through precision, and brand consistency in high-volume environments.
- Experimented with **AI tools** like Weavy AI, Adobe Firefly, and Google Gemini, to support ideation, asset generation, and rapid concept exploration in high-volume design workflows.

*Teleperformance (Dominican Republic & Honduras)*

2021-2024

### **Marketing Project Coordinator**

- Led branding and design initiatives across the Latin America region, serving as the primary designer for multi-market projects and achieving a **95% stakeholder approval rate**.
- Partnered with **cross-functional and international teams** (U.S., Mexico, Colombia, India, Philippines, and more) to deliver cohesive visual solutions across digital, print, and event experiences.
- Built and maintained **scalable design systems** and centralized asset libraries to improve consistency, accessibility, and team efficiency across business units.
- Produced **1,000+ design assets** supporting internal communications, employer branding, marketing campaigns, and sales initiatives.
- Mentored and guided a team of 4 designers and 4 interns, providing feedback, direction, and support across branding, digital marketing, and visual communication projects.
- Contributed to initiatives supporting **8 consecutive Great Place to Work® certifications** through consistent, high-quality visual communication.

*Teleperformance Dominican Republic*

2016-2021

### **Lead Marketing Graphic Designer**

- Delivered end-to-end design solutions across digital and print, supporting marketing, communications, and brand initiatives.
- Established and organized centralized asset systems to streamline workflows and improve design consistency across teams.
- Maintained high-quality output while consistently delivering ahead of deadlines in a fast-paced, service-driven environment.

## EDUCATION

### Bachelor's Degree in Advertising

*UNAPEC, Santo Domingo, Dominican Republic*

2012-2018

### Master's Degree in Design, Visual Identity and Branding

2025-2027

*Universitat Oberta de Catalunya, Spain*

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## LANGUAGES

- Spanish (native)
- English (C2 Proficiency | [see credential](#))