

# Isela Hoenigmann

Art Director | Visual Artist | Brand Strategist

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## Summary

Creative and strategic Art Director with over 10 years of experience leading visual design, UX/UI strategy, brand storytelling, and integrated marketing campaigns across print, digital, and experiential platforms. Known for transforming abstract concepts into compelling, emotionally resonant visuals and intuitive user experiences. Adept at guiding multidisciplinary teams, collaborating cross-functionally, and managing projects from ideation through execution. Passionate about creating work that inspires, informs, and drives impact. Experienced in leveraging generative AI tools to enhance creative workflows, scale content production, and explore new visual directions.

## Experience

### **CREATIVE DIRECTOR - AVANTE ART FOUNDATION | JUL 2024- PRESENT**

- Established brand identity and visual strategy for a nonprofit arts organization.
- Developed marketing campaigns and event materials, securing funding and partnerships through compelling presentations and proposals.
- Designed marketing materials and presentations that secured funding and partnership opportunities.
- Produced event branding and educational content promoting art as a tool for healing and inspiration.

### **FREELANCE VISUAL & UX/UI DESIGNER | 2007 - PRESENT**

- Crafted branding and marketing strategies for diverse audiences partnering with public institutions, nonprofits, and commercial clients including CSUN, CSULB, and LA Opera.
- Led UX/UI design projects, including user research, wire framing, prototyping, and user testing, resulting in enhanced user experiences and increased engagement.
- Delivered high-performing visuals including motion graphics, websites, social media assets, email campaigns, logos, branding guides, promotional videos/animations, and printed materials.
- Designed large and small format printed marketing materials for booths and events while collaborating with vendors and preparing files for production.
- Collaborated with content strategists and executives achieving a 90% client approval rate on initial concepts.

### **GRAPHIC ARTIST - CITY OF PASADENA | JANUARY 2024 - JULY 2024**

- Designed advertising, presentation, and community outreach materials aligned with civic branding guidelines.
- Improved production processes, contributing to a \$10,000 monthly revenue increase for the department.

### **ART DIRECTOR - UNAM LA | SEPTEMBER 2017 - SEPTEMBER 2023 (REMOTE)**

- Directed over 12 annual marketing campaigns, integrating print, digital, and social media.
- Increased social media following by 70% through organic growth and targeted ads in two years.
- Improved UX and branding through a full redesign of site and presentations.
- Led and mentored junior creatives, promoting collaboration and modern design thinking.
- Developed a comprehensive graphics library, reducing production time by 50%.
- Utilized Google Analytics to optimize digital campaigns for effective marketing strategies.

#### GRAPHIC DESIGNER - B&H SIGNS | MAY 2010 - SEPTEMBER 2017

- Designed signage, promotional graphics, and brand identities.
- Led accounts such as Caltech and City of Monrovia, managing 15 projects at once.
- Provided direct client consultation, ensuring tailored solutions that met specific branding.
- Conducted client consultations and production planning for both small and large-scale installations.

## Education

**UX | UI Design Certification** - Career Foundry (2020-2022)

**Advanced Photoshop/Interactive Design & Motion Design** - Art Center College of Design (2014-2015)

**Bachelor's degree in Design & Visual Communication** - UNAM, Autonomous National University of Mexico, School of Arts & Design, (2000-2005)

*Currently learning about Tools for AI Video Creation and Digital Marketing.*

## Skills

**Design & Branding:** Visual Storytelling, Typography, Motion Graphics, UX/UI Design, Digital & Print Asset Creation, Campaign Development, Presentation Design, Brand Identity, Art Direction.

**Software & Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Canva, Webflow, Wix, Microsoft Office Suite, PowerPoint.

**AI Tools & Platforms:** Adobe Firefly, ChatGPT, Midjourney, RunwayML, DALL·E, Jasper.ai, Pika Labs, Stable Diffusion, Canva Magic Studio

**Web and Prototyping:** Figma, Adobe XD, Webflow, Basic HTML/CSS

**Marketing and Analytics:** SEO, Google Analytics, A/B Testing.

**Project Collaboration:** Asana, Trello, Slack, Microsoft Teams, Notion.

**Production & Editing:** Image Retouching, Color Correction, Video Editing, Motion Design, Print Production Setup and File preparation.

**Bilingual:** English and Spanish