

Juan Camilo León Mora

Freelance Art Director · Bogotá, Colombia

juancamiloleonmora@gmail.com
WhatsApp +57 322 309 4005
linkedin.com/in/juancamiloleon
juancamilo.relevvostudio.com

PROFILE

Designer since 2016; freelance art director since 2026. I work on brand identities and brand guidelines, launches, and social content with paid media on Meta and Google. I start from the business, define the idea and the visual system, and carry it into every piece. I use AI to produce faster; the idea, the composition and the direction are mine. I work per project.

EXPERIENCE

2026	Freelance Art Director · Independent, per project Brand identities and guidelines, social media and e-commerce assets, and AI-generated content (Freepik, Higgsfield, Claude).
2025	Creative Designer · Ariadna, LG Colombia account Digital, P.O.P and retail assets; optimization of high-volume assets, and campaign and key visual proposals.
2024	Designer Lead · ecomms, Mexico and USA Brand creation, branding and photo retouching for e-commerce in the United States and Mexico.
2023	Junior Graphic Designer · Hoytrabajas Growth-based brand campaigns, P.O.P and visual strategy for social media.
2021	E-learning Designer · ADN Training Key visuals, UI design and prototyping, instructional design and advertising assets.
2021	Graphic Designer · Think Click and Neofy Branding and brand creation, web design and prototyping, and visual concepts.
2020	Graphic Designer · Quality and Price Content, product photography, e-commerce and social media management.
2016	Audiovisual Assistant · RCN Televisión Support and production of photos, videos and graphic assets.

RECENT PROJECTS

- Crussó** · office chair e-commerce. Monthly content, paid media on Meta and Google, moving ads from WhatsApp to web conversion, and the Crussó Match campaign.
- Relevvo Studio** · brand identity and guidelines: logo, versions, palette, typography, voice, stationery and outdoor.
- Osadí and Eretz** · identity, campaign and product photography for accessories and jewelry.
- Limud and Crussó 3D** · apps I designed and built with AI: brand, interface, videos and development.

AVAILABILITY

Model	Freelance, per project
Time zone	Bogotá, UTC-5
Start	Immediate

LANGUAGES

Spanish	Native
English	Basic

WHAT I DO

- Art direction
Brand identity and guidelines
Launches and campaigns
Social content and AI video
Paid media on Meta and Google

TOOLS

- Figma Photoshop Illustrator
After Effects Premiere Pro
Lightroom Freepik Magnific
Higgsfield Claude Shopify
Meta Ads Google Ads

EDUCATION

- Visual Design**
Fundación Universitaria Compensar, 5th semester, in progress
- Technical degree in Multimedia Design and Integration**
SENA, 2016

Portfolio with work, case studies and apps
(in Spanish): juancamilo.relevvostudio.com