

INFO

LOCATION
Lima, Peru · Remote worldwide

WHATSAPP
+51 960 607 332

AVAILABILITY
Freelance & contract · Upwork

CORE SKILLS

- Content creation
- Video editing
- Motion graphics
- Creative direction
- Brand systems
- Mascot branding
- 3D product renders
- Content strategy
- Growth marketing
- Paid social
- Creator programs
- Website & store UI
- Ad creative
- Pitch decks
- Copywriting EN/ES
- Memes + culture

TOOLS

- Photoshop
- Illustrator
- After Effects
- Figma
- Framer
- Remotion
- CapCut
- ffmpeg
- HTML / CSS / JS
- Netlify
- Vercel

LANGUAGES

Spanish Native

English Full professional

SELECTED BRANDS

- ◆ Encrypto
- ◆ La Lupe
- ◆ Fortuna
- ◆ Breakroom
- ◆ Arkham
- ◆ Injective
- ◆ Superverse
- ◆ Waves
- ◆ Kava Labs

Angel Jimenez

Creative Director · Brand Designer · Marketing Lead

Content creation, video editing, brand systems, and growth marketing for fintech, startups, and consumer brands, in English and Spanish.

PROFILE

Creative director and brand designer with 8+ years building brands for startups and consumer products. My core is content creation and video editing: product demos, motion graphics, 3D renders, ads, and daily content across X, Instagram, TikTok, and Telegram, backed by full visual systems that go down to mascots and characters. I run growth and creative for a crypto payments app, built a coffee brand's online store and paid acquisition from scratch, and have led teams of 5+ designers through 40+ product and token launches. My own automation pipelines and AI tools let one person deliver the volume of a small studio without dropping the quality bar.

EXPERIENCE

- Growth & Creative Lead

Oct 2025 · Present

Encrypto · Self-custody crypto payments app · Remote, reporting to the founders

 - Grew the brand's social presence on X, Instagram, and TikTok, owning the channel strategy, the weekly content calendar, and daily posting.
 - Ran the onboarding campaign that reached **5,000+ users in a month**, and designed the referral and early-member programs.
 - Designed the brand identity and mascot, helped design the app's UI/UX, and built the investor pitch deck for the seed raise.
 - Produced the content library: **25+ product demo videos**, motion graphics, 3D renders, carousels, and ads, in English and Spanish.
 - Built the creator and streamer outreach program on a pipeline of **2,400+ leads**.
 - Kept every campaign within our payment partners' rules on disclosures, claims, and approvals, a must in fintech marketing.

- Brand & E-commerce Lead

2020 · Present

La Lupe Perú · Gourmet chocolate & specialty coffee brand, Lima · Part-time

 - Designed and built the website and online store from scratch: mobile-first, with custom motion design, product variants, a cart, discount coupons, and delivery zones across Lima.
 - Set up payments end to end: card checkout through Izipay, Yape and Plin orders through WhatsApp, and cash on delivery, with every order logged automatically.
 - Run paid acquisition on Meta and TikTok, from pixel setup and conversion tracking to campaign management.
 - Improved retail sales with visual campaigns, videos, and UGC for new product launches, plus a newsletter flow that turns visitors into first-time buyers with an automatic 10% welcome coupon.
 - Directed product photography and created the brand's visual content: packaging, a recipe and preparation guide, social posts, and the link-in-bio page. Designed a WhatsApp sales assistant that answers customers and takes orders.

MARKETING STACK

Meta Ads Manager

TikTok Ads

Pixel + conversion tracking

Newsletter flows

Referral programs

Creator outreach

WhatsApp commerce

Izipay · Yape · Plin

Google Sheets

CHANNELS

X

Instagram

TikTok

Telegram

WhatsApp

LEADERSHIP

Led and managed marketing and design teams of 5+: creative direction, art direction and review, content calendars, and the review standards that keep high-volume output on-brand across several contributors.

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EXPERIENCE · CONTINUED

Creative Designer → Creative Director2018 · 2024

Zero365 · Web3 Marketing & Creative Studio

- Designed and led branding and marketing production across Web3 projects: visual systems, mascot branding, website UI, merchandise, and campaign assets for ads and community channels.
- Built reusable visual libraries and meme frameworks to support fast iteration and consistent high-volume output.
- Managed and reviewed a team of 5+ designers across several client accounts at once, from brief to delivery.
- Supported 40+ projects from early stage through token launch (TGE), product releases, and growth campaigns.
- Projects:** Superverse, Arkham, Injective, Waves, Kava Labs.

FREELANCE & CONTRACT

Independent Creative Director2024 · Present

Selected clients · Remote

Fortuna · prediction-market trading terminal + Telegram bot
Took the brand from zero to launch-ready: positioning, content voice, six content pillars, X and Telegram channel operations, and a 90-day KPI roadmap. Produce daily market data stories, each verified against live data before publishing, plus motion promo videos and product reels.

Breakroom · AI social gaming app
Product and UI design for a social engineering game: a 145-artboard design system for the complete app experience. The launch turned into a successful B2B product.

Additional engagements · pre-launch brand messaging for a privacy wallet · website and conversion copy for a social media services agency

CONTENT & VIDEO PRODUCTION

- Product promos and feature reels, with motion design in After Effects and Remotion and live screen capture of the real product UI.
- 4K demo edits with captions, scene mapping, and branded outros, localized for English and Spanish audiences.
- Short-form content built for how each platform ranks and spreads posts, revised against real engagement data.
- Custom render automation: HTML to video, HTML to PDF, and bulk asset pipelines that keep high-volume output on-brand.

BY THE NUMBERS

8+

years in brand and marketing

40+

product and token launches

5K+

onboarding campaign reach in one month

60+

campaign assets in one 90-day cycle

5+

designers led, reviewed, and shipped with

25+

product demo videos for one fintech app

2,400+

creator and streamer leads for outreach

145

artboards in one complete app design system