

Alexandra Patiño

SENIOR ART DIRECTOR · BRANDING & STRATEGIC COMMUNICATIONS · U.S. HISPANIC MARKET

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PROFESSIONAL PROFILE

Senior Art Director with 23+ years of experience at five of the world's leading agency networks, including Ogilvy, DDB, Leo Burnett, Publicis, and McCann. Specialized in leading integrated 360° campaigns for the U.S. Hispanic and Latin American markets, with proven experience across CPG, automotive, financial services, telecommunications, entertainment, healthcare, and food & beverage.

Recipient of multiple international creative awards, including FIAP, Festival del Sol, Festival Nova, and Archive Magazine. Experienced in leveraging generative AI to accelerate creative ideation, production, and execution. Results driven creative leader with extensive experience managing multidisciplinary teams, partnering directly with clients, and delivering high impact work across remote and multicultural environments.

PROFESSIONAL EXPERIENCE

2022 – 2026
Alerta! Creative
New York City, NY
(Remote)

Senior Art Director
Worked remotely with a New York–based team, leading art direction and creative strategy for brands targeting the U.S. Hispanic market. Developed integrated campaigns and creative solutions for clients including INTAR Theatre, K12, Coors Light, Night Life, Miller, Essen Health Care, BTC Treatment Center, and AARP New York.

2022 – 2023
DDB Mexico
Mexico City, Mexico
(Remote)

Senior Creative & Art Director
Led art direction for integrated campaigns, branding initiatives, and social media content for the Mexican market. Developed creative concepts and oversaw execution and production for brands including McCann, Herdez, and Heinz, ensuring work met the creative standards of a global agency network.

2017 – 2019
Eikon Digital Colombia
Manizales, Colombia

Senior Art Director
Led digital art direction, photo retouching, photography, and illustration for Super de Alimentos S.A. Developed visual identities and created digital content across multiple platforms, ensuring consistent brand communication and high-quality creative execution.

2014 – 2016
DDB Colombia
Medellín, Colombia

Head of Art
Dedicated creative lead for Bancolombia, Colombia's largest financial institution. Oversaw the brand's visual production, leading 360° campaigns, financial product branding, digital communications, and brand activations while ensuring creative excellence across all touchpoints.

2010 – 2014
Leo Burnett
Bogotá, Colombia

Senior Art Director & Head of Art
Provided creative leadership across multiple flagship accounts, including Davivienda, DirecTV, and McDonald's Colombia. Led the visual direction of integrated campaigns spanning TV, digital, OOH, and experiential activations. Partnered with Philip Morris International on regional brand portfolios across Mexico, Peru, and Ecuador, while contributing to campaigns for the U.S. Hispanic market, including Alpina USA.

2009 – 2010
Publicis C.B.
Bogotá, Colombia

Senior Art Director & Head of Art
Served as the dedicated Head of Art for Renault Colombia, overseeing the brand's visual production across all creative touchpoints. Led the creative execution of 360° campaigns, product photography, new vehicle launches, OOH, retail point-of-sale materials, and digital communications.

2007 – 2009
Ogilvy & Mather
Bogotá, Colombia

Senior Art Director
Led art direction for high-profile accounts across highly regulated industries and major consumer brands. Developed integrated campaigns for British American Tobacco (BAT), Brava Beer, Kia Motors, Super Cable, and Clight, spanning brand launches, automotive, telecommunications, and CPG.

2005 – 2007
Rep/Grey Worldwide
Bogotá, Colombia

Art Director
Developed integrated campaigns for Banco Santander, Sony, Mazda, and Colcafé within the Grey global network. Led photo shoots, post-production, and regional campaign adaptations while ensuring compliance with global creative standards.

2004 – 2005
MPC Publicidad
Bogotá, Colombia

Art Director
Launched my advertising career creating integrated campaigns for Honda, Panasonic, and EPM. Developed above-the-line (ATL) campaigns for the mobility, consumer electronics, and public utilities sectors.

2019 – 2021
Adjunct Professor
Manizales - Armenia, Colombia

Adjunct Professor Universidad Católica de Manizales & EAM Quindío
Designed and taught undergraduate courses in Creativity, Digital Branding, and Digital Content Strategy for advertising programs. Continuously updated course content to reflect emerging digital trends, social media, and evolving industry best practices.

AWARDS & RECOGNITION

2× Gold | Media Innovation | ETB | FIAP
Silver | Print | GSK Mejoral | Slide Prix
Silver | Print | Sofasa Renault | Festival Nova Colombian Advertising Awards
2× Shortlist | Print | Sofasa Renault | Festival Nova Colombian Advertising Awards
Silver | Print | Sofasa Renault | Festival del Caribe
Bronze | Print | Sofasa Renault | Festival del Caribe
Silver | Print | DirecTV | Festival Nova Colombian Advertising Awards
Bronze | Print | DirecTV | Festival Nova Colombian Advertising Awards
Silver | Print | DirecTV | Festival del Sol
Shortlist | Media Innovation | ETB | Festival del Sol
2× Featured in Archive Magazine (Cannes Edition)
Selected for 200 Best Packaging Design Worldwide | Archive Magazine
Earned six placements in Archive Magazine's Colombia National Ranking
Gold | Innovation in Design | Santander Bank | German Design Award
Gold Medal | Behance Review

CORE SKILLS & TOOLS

Design & Creative Production
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Figma

Video & Motion
Adobe After Effects
Adobe Premiere Pro
Runway

Generative AI
Magnific AI
Nano Banana
Runway Gen-3
AI-assisted creative workflows
Accelerated creative production

Web & Digital
WordPress
Crocoblock
WooCommerce
Content Management Systems (CMS)
Social Media Content & Creative

EDUCATION

2026
Generative AI for Creatives
Founderz AI Business School
Spain

2017
Specialization in Branding & Strategic Communications
Universidad Católica de Manizales
Manizales, Colombia

2003
Bachelor's Degree in Advertising
Universidad Católica de Manizales
Manizales, Colombia