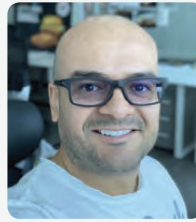


ALVARO GUTIERREZ M.

RESUME



DATE OF BIRTH: 04/28/1976

ADDRESS: Block 2, Street 160

Villa 28, 1st Floor , Abu Fatira

MOBILE: (+965) 9932 7101

E-MAIL: alvaro@blue-mode.com

PROFILE ▼

Alvaro is a skilled professional known for his strong creativity, communication, and research capabilities. He plays a crucial role in designing and implementing visually engaging environments for development projects and social entrepreneurship. With expertise in image creation, graphic expression, and digital technologies, he delivers effective solutions for graphic communication and advertising challenges. Alvaro's proficiency in modern communication elements and technological tools positions him well in the fields of digital graphic design and innovative art techniques.

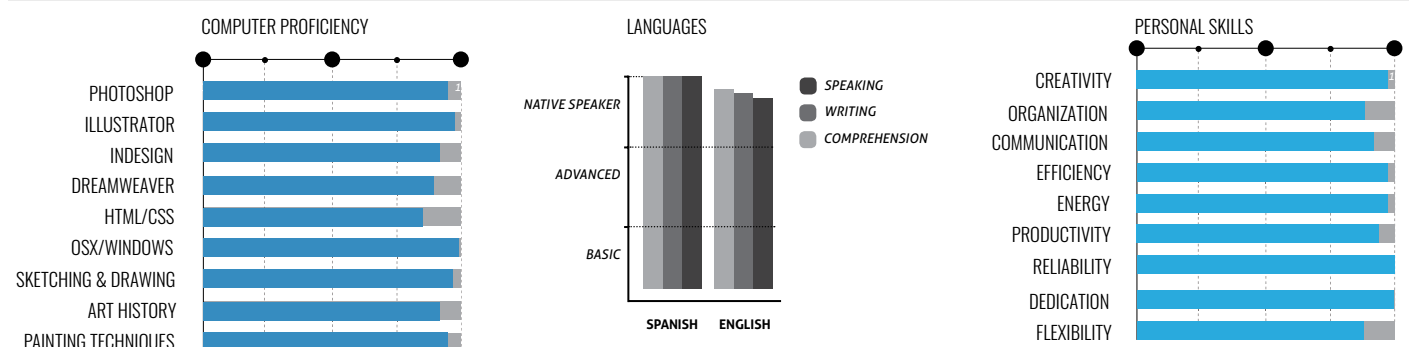
WORK EXPERIENCE ▼

- CONTENT CREATOR** @ BEHBEHANI MOTORS : As a content creator for Porsche, VW, and Skoda at Behbehani Motors, I handle photography, videography, graphic design, and multimedia production. My role includes executing brand-aligned photoshoots, creating engaging visual content, and collaborating with each marketing team to enhance brand presence and customer engagement.
09/2023 - 10/2024
KUWAIT
- CREATIVE LEADER** @ SADU HOUSE : Managing the design of marketing materials, products, publications, digital media, events, and exhibitions. This involves leading a creative team to craft captivating experiences for museum visitors. I collaborate with executives and curators to define visual requirements for exhibitions. I also coordinate with freelancers, artists, and vendors to ensure projects align with the museum's brand and aesthetic.
03/2021 - 10/2024
KUWAIT
- SENIOR CREATIVE DESIGNER** @ MARAFIE GROUP : Responsible for conceptualizing creative designs for a wide array of media for different marketing and operation purposes for Marafie Group's portfolio of companies in the food business. Also responsible for managing all graphic design tasks, refining projects and drafts, and generating creative ideas for the social media channels and websites.
03/2018 - 01/2021
KUWAIT
- FOUNDER** @ BLUEMODE CREATIVE STUDIO : After years of experience and gathering a strong knowledge of analyzing and understanding brands/products/services, market and business intelligence, developing and implementing strategies and translating them into communication platforms, I decided to create my own digital marketing agency.
10/2012 - PRESENT
KUWAIT
- SENIOR CREATIVE DESIGNER** @ EDUCATION CONSORTIUM : Conceptualization, design, and execution of print & related advertising and marketing collateral campaigns in appropriate formats and media from idea to completion for effective promotion of corporate image and programmatic initiatives. Development of creative strategy, designs, and preparing layouts to extend branding and programmatic marketing to an interactive audience.
05/2014 - 11/2015
KUWAIT
- MEDIA & GRAPHIC DESIGN COORDINATOR & INSTRUCTOR** @ BRITISH INTERNATIONAL GENERAL TRADING : Responsible for providing and sustaining an effective learning environment for every student through the generation of ideas and action plans. Academic knowledge on the fields of: Strategic Marketing, Persuasive Abilities, Conducts of Consumption, Semiotic, Investigation and Informative Communication, Public Opinion, Planning of Media, and New Technologies. Communication strategies generator with innovation oriented to business, personal environments and organizations.
10/2010 - 05/2014
KUWAIT
- SENIOR GRAPHIC DESIGNER** @ 4FILMS : Being part of a small design team I have had a very diverse role working across a wide range of projects from traditional graphic design, packaging, illustration, advertising to e-mail marketing and web design. Building relationships with clients and working with them to tight deadlines, time estimation and time management and taking projects from brief to completion are all part of my experience in this position.
09/2009 - 10/2010
KUWAIT

EDUCATION ▼

ADOBE	LIBRE UNIVERSITY	LASALLE COLLEGE
ADOBE MAX – THE CREATIVITY CONFERENCE WEBINAR	DESIGN AND STUDY OF VISUAL IDENTITY CHANGES SEMINAR	FINAL CUT PRO COURSE
2022 ONLINE	2009 BOGOTA, CO	2008 BOGOTA, CO
LASALLE COLLEGE	NEW YORK SCHOOL OF VISUAL ARTS	ART INSTITUTE
GRAPHIC DESIGN, ANIMATION & MULTIMEDIA BACHELOR OF ARTS	FINE ARTS BACHELOR OF ARTS	WEB PAGE DESIGN AND MULTIMEDIA 4 QUARTERS
2007 BOGOTA, CO	2004 NEW YORK, NY	1999 FORT LAUDERDALE, FL

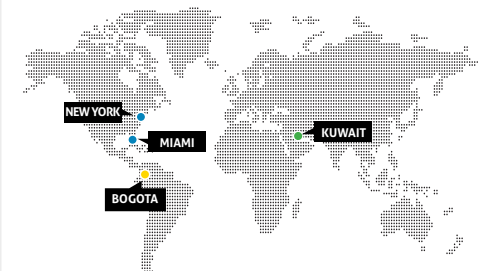
STATS ▼



WHO IS HE? ▼



INTERNATIONAL EXPERIENCE ▼



QR CODE BUSINESS CARD ▼



* Scan the code to get my contact details!

WEBSITES ▼

www.argm.gallery

www.argm.co

www.blue-mode.com