

# LUCHO ESCOBAR

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I'm an experienced graphic designer with a creative and versatile approach. My strongest skill is resourcefulness, which helps me navigate complex challenges quickly. My deep passion for strategy allows me to refine my aesthetic taste for highly impactful visual communication. I thrive in the fast-paced realm of design and am confident in my ability to transform concepts into compelling visuals that leave an indelible mark on every project I undertake.

## SKILLS

Custom Lettering  
Illustration  
Typography  
Creative Strategy  
Branding

## SOFTWARE & LANGUAGES

Adobe Creative Suite  
Procreate Suite  
HTML5 and CSS  
Bilingual (Spanish English)

## CREATIVE INVOLVEMENTS

Adobe Max 2023  
CONTEXT0 Global Sustainability Jam  
DECO Sustainability Challenge  
CONTEXT0 Public Service Jam

## EDUCATION

### BFA Graphic & Web Design

Miami Intl University of Art & Design  
2017

Studied graphic and web design, gaining expertise in print and digital media. Focused on custom typography, motion graphics, and creating unique packaging and brand guides.

### AA Civil Engineering

Miami Dade College  
2011

Studied basic principles of engineering and sustainability, including structural design. Developed an interest in problem-solving and critical thinking.



## EXPERIENCE

### HAPPY HEAD MARKETING

Oct 2024 - Present

#### Lead Package Designer

Strategized and ideated concepts for brands in the cannabis space across the USA. Rendering and design for packages and electronics of smokables, edibles and even ointments in a variety of substates and in compliance with the different states.

### ROCKETDOG CREATIVE STUDIO

Jun 2023 - Feb 2024

#### Creative Brand Disruptor

Challenged, strategized and elevated concepts applying emerging technologies such as AI, AR/VR as well as creative strategy to improve brands impact. Orchestrated bold executions to improve clients online authority in different industries.

#### Lead Graphic Designer

Conceptualized, and execute creative projects working hand-and-hand with the Creative Director to develop stunning visuals and goal-driven graphics for an infinity of digital and print uses.

### TAMZ (ACCELERATE 360)

Dec 2021 - Apr 2022

#### Art Director

Collaborated in a multicultural team of creatives to develop impactful global campaigns for different magazines and their online platforms. Developed brand awareness marketing solutions for products in different categories, ranging from real estate to imported food-and-beverage brands.

### BRANDPOETS

Sept 2020 - Dec 2021

#### Creative Digital Strategist

Conceptualized and designed illustrations for packaging, including setting up and handling print files; reviewed proofs and contacted different providers for various needs, from labels to boxes. Organized and developed social media content and layout design for brochures and catalogs.

### SHOOT MY TRAVEL (ANGLE)

Aug 2019 - Sept 2020

#### Growth Designer

Along with the CEO and COO, led the design and development of the new company platform, a global photography marketplace used in over 500 cities, focused on travel photography. Supported the team with any design needs, applying skills like laser engraving, lettering, motion graphics, brand strategy, UI/UX and marketing.

### LUCHO STUDIO

Dec 2017 - Present

#### Multidisciplinary Lettering Designer

Versatile lettering artist, mastering the craft from calligraphy to typography design. Resourceful and strategic, I excel at transforming complex challenges into impactful lettering visual narratives. My passion for letters drives me to create designs that leave a lasting impression.