

# Luis E. Barroeta V.

## Senior Graphic Designer.

#Corporate #Branding #Web Design #Tech Savvy #AI Creative

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Location: Venezuela

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Portfolio: [www.bcombrand.com/luisbarroeta](http://www.bcombrand.com/luisbarroeta)

## Professional Summary.

I am a graphic designer with over 20 years of experience delivering innovative visual solutions that blend creativity, technical precision, and strategic insight. I have led multidisciplinary teams on branding, corporate identity, audiovisual, and technical documentation projects, known for my ability to integrate emerging technologies like generative AI into creative processes. My versatility spans from designing logos and corporate identity to producing promotional materials, motion graphics, and specialized documentation for industries such as energy and media. My structured approach and commitment to visual excellence ensure high-impact results that strengthen brands' connections with their audiences and enhance their market positioning.

## Areas of Expertise.

- Corporate branding and visual identity development.
- POP materials design, outdoor advertising, institutional and promotional videos.
- Creation of visual assets: layouts, motion graphics, graphic elements.
- Audiovisual production and post-production (documentaries, short films, cinema).
- Technical and visual documentation for the energy and hydrocarbons industry.
- Creative leadership and optimization of production processes.
- Application of generative AI in graphic design and visual communication.

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### Technical Skills.

- Brand Identity Development.
- Creative Concept Design.
- Generative Artificial Intelligence.
- Advertising and audiovisual materials design.
- Technical and visual documentation.
- Creative and technical team coordination.

### Software.

- Adobe Creative Cloud (Advanced)
- Windows (Advanced)
- OSX (Advanced)

### Languages.

- Spanish (native).
- English (professional).

### Certifications and Awards.

- [IBM - Enterprise Design Thinking Practitioner.](#)
- [IBM - Artificial Intelligence Fundamentals.](#)
- [IBM - Information Technology Fundamentals.](#)

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## Recognitions.

- Wood & Humanity Foundation Short Clip of 2017.
- Toymaker Movie. Audience Awards 2017.
- Nano Universe. Latin America Pop Science TV Show Awards 2016.
- Vinotinto the Movie. Winner of the LatinAmerica & Caribbean International Movie Film Festival 2009.

## Professional Experience.

### **Bcombrand.com**

Role: *Art Director.*

January 2018 – Present

- Led comprehensive graphic design and branding projects for clients in the U.S., Spain, and the UAE, delivering impactful visual solutions that enhanced brand recognition and strengthened market positioning.
- Through creative strategies and cutting-edge techniques, developed visual assets (logos, corporate identity, POP materials, outdoor advertising, promotional videos, and motion graphics) that established authentic connections with audiences, increased brand perception, and attracted new clients.
- Rigorously documented every project phase, integrating design methodologies and emerging technologies (such as generative AI) to ensure consistent visual results and lay the foundation for future brand growth.

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### INTENSA Innovation

Role: *Director of Visual Identity & Technical Documentation.*

January 2022 – Present

- As the leader of visual identity and technical documentation, designed and developed specialized materials (manuals, brochures, visual and technical content) for the hydrocarbons industry, ensuring clear, structured, and engaging information for various audiences.
- My work spans the creation of technical manuals and visual materials to the development of operational and investment plans, integrating artificial intelligence to optimize processes and content presentation.
- Developed highly specialized technical documentation, created visual identity that supports the company's innovative image in the energy sector, and incorporated AI to streamline timelines and enhance the quality of each deliverable.

### Araguato Films

Role: *Director of Post-production / Technology Coordination.*

April 2011 – March 2017

- Led a multidisciplinary team of creatives (graphic designers, 3D artists, animators, and composers) in the production of educational and scientific audiovisual content, consistently meeting deadlines, budget targets, and quality standards, earning recognition from Latin American organizations for visual excellence and project impact.

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- As Production and Technology Coordinator, developed and implemented optimized workflows tailored to the specific needs of each production (music videos, feature films, short films, and TV series), managing creative and technological resources to ensure high-quality results.

### Primeras Voces

Role: *Lead Graphic Designer.*

2005 – 2010

- Responsible for designing and producing visual resources including layouts, motion graphics, and graphic elements for documentaries, applying a rigorous aesthetic approach that ensured visual coherence and impact in every project, contributing to the overall quality and appeal of each documentary production.

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