

GASTÓN PORTE

CREATIVE DESIGN LEAD

BRAND SYSTEMS · CAMPAIGNS · DIGITAL PRODUCTS · UX

San Miguel de Allende, Mexico · Remote

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01 PROFILE

HANDS-ON BY DEFAULT.

Creative design leader with more than 20 years of hands-on experience across brand identity, advertising, integrated campaigns, digital products, UI/UX and web.

I combine creative direction with systems thinking and execution. I naturally see how a campaign idea can scale across channels, how a brand becomes a flexible visual system, and how an application should be structured so its navigation, user flows, features and interface states feel intuitive.

I have delivered hundreds of projects for technology companies, startups, consumer brands and agency partners. I am comfortable defining ambiguous problems, exploring multiple creative directions, aligning stakeholders and carrying the selected direction through final execution.

02 CORE STRENGTHS

CREATIVE DIRECTION **CAMPAIGN SYSTEMS** **BRAND ARCHITECTURE** **ART DIRECTION**
MARKETING DESIGN **PRODUCT THINKING** **UX STRATEGY** **INFORMATION ARCHITECTURE**
USER FLOWS **INTERACTION DESIGN** **DIGITAL PRODUCTS** **WEB DESIGN** **VISUAL IDENTITY**
DESIGN SYSTEMS **AI WORKFLOW DESIGN** **TYPOGRAPHY** **ILLUSTRATION** **MOTION DESIGN**
PROJECT SCOPING **STAKEHOLDER ALIGNMENT** **DESIGN MENTORSHIP**

03 EXPERIENCE

A CAREER BUILT ACROSS DISCIPLINES.

MOBII SYSTEMS

2021–Present · Remote

Head of Marketing

Design and Brand Lead in practice

- Lead brand and creative work across product marketing, campaigns, websites, social content, presentations, sales materials and visual standards.
- Translate complex video, data, cloud and Synthetic Intelligence capabilities into clear product narratives, commercial stories and customer-facing creative.
- Develop campaign, brand and product systems that remain coherent across multiple audiences, channels, applications and stages of development.
- Contribute to product and UX direction through information architecture, user flows, interface behavior, visual hierarchy and shared design principles.
- Own concurrent projects from initial scoping through stakeholder alignment, hands-on design, production, launch and refinement.
- Work directly with leadership, product, engineering, sales and broadcast teams to turn incomplete technical and commercial ideas into structured, usable solutions.
- Establish creative direction, review design quality and guide designers and collaborators while remaining closely involved in execution.
- Develop an MCP-connected Figma component workflow that translates reusable interface components into structured, developer-ready outputs, working toward one consistent design system across Mobii's applications.
- Built a Claude-based presentation workflow that generates on-brand decks from scratch using Mobii's visual identity and presentation system.

OK CAPSULE

2019–2021

Design Operations Lead

- Led brand and design execution across identity, product communications, digital experiences, campaigns and photography direction for a consumer supplement startup.
- Helped translate a complex supplement-as-a-service model into a distinctive and approachable consumer brand.
- Developed reusable visual systems across consumer and business-facing touchpoints while coordinating contributors and maintaining final design quality.
- Connected brand, product and marketing requirements across web, packaging, presentations and campaign materials.

BLM / BIMBO

2018–2020

UX/UI Design and Advertising

- Developed digital experiences, interface design and advertising creative within a recognizable international consumer-brand environment.
- Applied established brand standards across marketing and digital touchpoints while adapting execution to different audiences, channels and commercial needs.
- Collaborated with creative, marketing and business stakeholders to turn requirements into polished consumer-facing work.

SHARP EYE DEER

Selected Consulting Experience

Design and Marketing Consultant

- Supported the agency on selected branding, campaign, web and marketing assignments.
- Contributed strategic thinking, creative concepts, art direction and hands-on design from initial exploration through final delivery.
- Collaborated with agency teams, clients and production partners.

SCULPT

Ongoing

Selected Independent Website Work

- Independently design and build original websites for consumer-facing and local businesses.
- Take projects from positioning and creative concept through information architecture, responsive design, production and launch.
- Build repeatable AI-assisted workflows for exploration, design, production and iteration, while retaining hands-on creative direction, design judgment and final quality control.

04 EARLIER EXPERIENCE

SASQUATCH · Head of Digital Marketing and Co-founder	2009–2011	HOLD · Head of Digital Marketing and Co-founder	2007–2009
INDIGOMEDIA · Head of Product Integration	2006–2007	MANATÍ · Design Specialist	2005–2006

05 ADDITIONAL MARKETING EXPERIENCE

Marketing Planning · Paid Campaign Strategy · Audience Development · Acquisition Funnels · Landing Pages · Creative Testing · Supplier Selection and Management · Campaign Optimization · Lead-Generation Systems · Sales Handoff Planning

06 SELECTED BRAND WORK

Mobii Systems · OK Capsule · Niu Sushi · Chiltepino's · Rebel Wings · Colegio de Notarios de la Ciudad de México

Work completed through employment, agency, consulting and direct project relationships.

07 TOOLS

Figma · Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Adobe Premiere Pro · HTML · CSS · AI-Assisted Creative and Production Workflows (Claude, MCP) · Monday · Apollo · Meta Ads · LinkedIn Ads

08 LANGUAGES

SPANISH

Native

ENGLISH

Native or bilingual proficiency

SELECTED WORK

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Campaign systems, identities, digital products, websites, and the strategy behind them.