

Diego Dorantes

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I'm a creative and art director with extensive experience in the industry, leading projects from concept to final outcomes. I create meaningful expressions through ideation, brand design, art direction, and visual communication.

Work Experience

Digital Director | Quote on Quote Design

2025

- Directed the agency's digital area, overseeing the website, social media, and digital channels.
- Prototyped and developed the agency's website with a user-friendly maintenance system.
- Implemented a digital type foundry section that allows users to test products easily.

Creative Director | Studio Muga

2018–2025

- Coordinated and directed the brand design of 20+ projects with outstanding reception.
- Defined concepts, brand identity, and look and feel across diverse industries.
- Led and designed the finalist project for the Mexico City graphic identity contest.
- Managed and art-directed editorial, architectural, and product photoshoots.

Visual & Communication Designer | HAVN Saunas

2023–2024

- Led creative direction and designed Wellness by Design,
- Researched the previous brand identity and proposed improvements for brand positioning.
- Defined the visual communication of presentation decks aligned with the company's tone.

Editor & Content Creator (Research Assistant) | Occasional Press

2022–2023

- Coordinated communication for public events such as the Vancouver Art Book Fair.
- Managed communication with authors to shape the creative direction of publications.
- Created visual and textual content for social media to strengthen community engagement.
- Wrote, collaborated, and designed the publication Food Journeys, well received by diverse audiences.

Digital Designer | Adwow (Shumka Program)

2023

- Led the visual design strategy for Adwow's website, analyzing the brand positioning.
- Conducted UX research, developed user journeys and structured project frameworks.
- Built a solid design basis with frameworks and high-fidelity prototypes for the landing page.

Junior Graphic Designer | Carbonel & Souto Architecture

2016–2018

- Contributed to the design and execution of multiple design projects, including offices and retail spaces.

Skills

Soft

Problem-Solving
Project Scoping
Ideation / Conceptual Thinking
Strategic Thinking
Design Thinking
User-Centered Mindset
Interdisciplinary Collaboration
Proactive

Design Oriented

Art Direction
Brand Design
Creative Leadership
Design Research
Visual & Communication Design
Photography Direction
Typography
UX/UI & Digital Design
3D Modeling

Software

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Lightroom)
Figma
Capture One
Glyphs
HTML, CSS, JavaScript
Notion

Language

English fluent
Spanish native

Education

Master of Design | Emily Carr University of Art + Design (ECUAD)

2024

Thesis: Sown Narratives. A Personal Exploration of Alternative Food through Editorial Design.

Photography Diploma | Art and Media Centre (ADM)

2021

Bachelor of Architecture | Universidad Nacional Autonoma de Mexico (UNAM)

2015