ART DIRECTOR

WILMER *Gómez*



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creativewigo.com

EXPERIENCE *& roles*

LLYC
CREATIVE LEAD
September 10, 2025
Present

VML
CREATIVE LEAD
February 1, 2024
January 24, 2025
(1 year - Grey / VML)

GREY
CREATIVE LEAD
June 1, 2023
January 31, 2024
(8 months - Grey / VML)

DDB°
ART DIRECTOR (SENIOR)
February 21, 2022
May 25, 2023
(1 year, 3 months)

Ogilvy
ART DIRECTOR (SENIOR)
December 14, 2020
February 14, 2022
(1 year, 2 months)

MULLENLOWE
ART DIRECTOR
December 2, 2019
October 14, 2020
(10 months)

Ogilvy
ART DIRECTOR
November 9, 2018
December 1, 2019
(1 year)

GO digital
GRAPHIC DESIGNER
January 9, 2017
July 31, 2018
(1 year, 7 months)

AWARDS *& shortlists*

ONE SHOW YOUNG ONES
- BRONZE — Unused Signal - Verizon
- SHORTLIST — Controversial Lawsuits - Spotify
- SHORTLIST — Tasty Lessons - Duolingo

YOUNG LIONS
- SILVER — Unasked Sites

EFFIES LATAM
- BRONZE — Signs of Pride
- SHORTLIST — Nombres con Calle

EFFIES
- GOLD — Cuidamos como Cuidan los Colombianos
- GOLD — APP BBVA
- SILVER — APP BBVA
- SHORTLIST — Nombres con Calle

OJO DE IBEROAMÉRICA
- GOLD — Social Flavor

CIRCULO DE ORO MÉXICO
- BRONZE — Signs of Pride
- SHORTLIST — Second Player

FIAP
- 4X SHORTLIST — Signs of Pride

FESTIVAL EL SOL
- SHORTLIST — Out Beat

FESTIVAL EL DORADO
- SHORTLIST — Ads Everyone

AWARDS SABRE
- CERTIFICATE OF EXCELLENCE — Nombres con Calle
- CERTIFICATE OF EXCELLENCE — Signs of Pride

STEVIE AWARDS
- GOLD — Signs of Pride
- SILVER — Nombres con Calle

CERTIFICATION *& training*

2025
ART DIRECTOR
Miami Ad School - México

2022
INTEGRAL CREATIVITY
All In Program
The Pub School - Ecuador

2018
CREATIVITY DIPLOMA
Brother Escuela de Creativos

ADVERTISING AND MARKETING
Fundación Universitaria libertadores
Sixth Semester

2013
DESIGN FOR GRAPHIC COMMUNICATIONS
SENA

VISUAL COMMUNICATION USING
Adobe Photoshop

PHOTOGRAPHY
Compositional Elements

ILLUSTRATION DIGITAL TECHNIQUES
Illustrator and Photoshop

2010
ADVERTISING GRAPHIC DESIGN
INCAP

SKILLS *& tools*

Investigative & Text: ChatGPT, Deepseek, Gemini, Perplexity, Duck (Deep research, concept development, and structured prompt generation).

Image & Video: Krea, Adobe Firefly, Kling, Veo 3, Seedance, Google Flow, Qwen, Nano Banana (High-end art direction, consistent storyboarding, and short audiovisual production).

Audio & Voice: Elevenlabs, D-ID (Audiovisual exploration and realistic voice generation).

Workflows: ComfyUI, Magnific (End-to-end tool integration from text to final export, optimizing production time and output quality).

- Adobe Ps - IA - Af - Pr - Me
- Idea bank / Brainstorming expert
- Idea and strategy creator plus concept development
- Social media management
- Artificial intelligence
- Copywriting
- AI tools integration
- Leader and motivational

BRANDED *work*

- Asistencia Bolivar - Carulla - Toyota - Colsubsidio - Biomax & Brio - Schick - Ballantines - Coca-Cola - Sprite - Fanta - Topochico - Del valle - Powerade - Schweppes - Baileys - Red Label - BBVA - avianca - Alqueria -Azúcar Providencia - Constructora Marval - Huevos Gallina feliz - Huevos Santa reyes.