

# Luis Octavio Gómez Enríquez

Creative Lead

Mexico City

Open to Relocate

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## SUMMARY

Creative lead with 8+ years at the intersection of brand identity, product UX, and design operations. I build scalable systems for regulated financial institutions and high-growth tech companies. Led full-scale rebrands with measurable equity impact, designed behavioral UX systems that shifted capital allocation, and built creative operations that scaled output without adding headcount.

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## SKILLS

**Brand & Visual Identity:** Aligning strategy, identity, and product into coherent systems

**Creative Direction:** Leading cross-functional teams across brand, product, and campaign touchpoints

**Product Design:** Designing accessible, efficient digital experiences grounded in behavioral research

**Team Leadership:** Building and mentoring multidisciplinary design teams

**AI Workflows:** Accelerating ideation, iteration, and production with generative AI

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## TOOLS

Figma · Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere) · Framer · Airtable · Miro · Google Workspace · Slack · Jira · Generative AI (Midjourney, Adobe Firefly, ChatGPT) · HTML / CSS / JS (basics) · 3D (Maya / 3ds / ZBrush, basics)

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## EXPERIENCE

### Brand Lead

Jan 2025 – Present

**Actinver — Banking & Investments** · Mexico City

- Defined visual language, motion principles, and brand governance for a national investment bank's rebrand. Confirmed by Nielsen Brand Health Study: +9% aided awareness, +3pts Top of Mind, +15% engagement with women-led creatives.
- Built and led a multidisciplinary creative team, aligning with Growth, CRM, and Product to connect brand strategy with performance outcomes.
- Designed and implemented a creative operations system on Airtable with AI-assisted QA. Production capacity went up 60% and delivery time dropped by 2 to 4 days, without adding headcount.

### Design Lead

Oct 2018 – Dec 2024

**DINN (Actinver Fintech)** · Mexico City

*Progressed from Product & Visual Designer → Brand Lead → Design Lead*

- Founding design leader. Built DINN's brand identity, visual system, and first product experiences from zero.
- Scaled the platform from 0 to 250K+ clients within the first two years, through cohesive UX, brand storytelling, and behavioral design.
- Directed a full-scale rebrand post-brand audits, validated with 50 users: 100% perceived increased security, 80% increased trust.
- Built and scaled a multidisciplinary creative team (UX, motion, illustration, content).

- Introduced AI-assisted workflows for creative production and campaign iteration — directly supporting product adoption and retention.

## Product Designer

Mar 2018 – Oct 2018

Singular — IT Services · Mexico City

- Designed and prototyped web and mobile experiences for BBVA and Actinver, covering user journeys, wireframes, and hi-fidelity UIs.
- Produced motion specifications and microinteraction storyboards that improved interface clarity and user task completion by an estimated 5–10% in usability testing.
- Contributed to design system foundations adopted across multiple client projects.

## Brand & Product Designer

Jan 2017 – Apr 2018

NURE — IT Services · State of Mexico

- Established design vision for NURE's brand identity and digital products, collaborating with 5–7 startups across hospitality, education, and services.
- Created comprehensive digital platforms including branding, design systems, and interactive prototypes.
- Managed end-to-end design as the sole designer, from brand strategy to delivery, across 5 to 7 startups simultaneously.

## Early Experience · 2015 – 2017

- Musement — Founded and led brand and UX design of a project-tracking platform, reaching 500+ users in its first month.
- MENT (IT Services) — Designed responsive UIs and prototypes for multi-industry clients, laying early foundations in digital product design.

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## EDUCATION

BA Digital Art & Animation

Tecnológico de Monterrey, Mexico · 2011 – 2017

Audiovisual Communication (Exchange)

Universidade da Coruña, Spain · 2014 – 2015

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## CERTIFICATIONS

Brand Management

Tecnológico de Monterrey (ITESM) · 2026

User Experience in Game Design

Epic Games · Oct 2024

UX / UI for Video Games

ELVTR · Mar 2024

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## LANGUAGES

Spanish (Native) · English (Professional) · Italian (Beginner)