

AXEL ESPINO

ART DIRECTOR | BRAND & CREATIVE STRATEGY | GRAPHIC DESIGN & MARKETING

Panama City, Panama | +507 6588-1978 | inkeyesstudio@gmail.com | Portfolio available upon request

PROFESSIONAL SUMMARY

Art Director and Graphic Designer with 15+ years of experience across branding, advertising, media, photography, marketing communications, packaging and visual identity. Combines creative concept development with hands-on execution for print, digital, environmental and campaign assets. Experienced in brand development, art direction, photography, storyboarding, web layout, vendor coordination and budget ownership. International experience living and working/studying across Panama, Europe and South Korea; open to relocation and international opportunities.

CORE COMPETENCIES

Art Direction | Creative Strategy | Brand Identity | Graphic Design | Advertising Campaigns | Marketing Communications | Corporate Identity | Packaging Design | Photography | Photo Retouching | Storyboarding | Print & Digital Design | Out-of-Home Advertising | Web Layout Design | Event & Environmental Graphics | Point-of-Purchase Materials | Vendor Coordination | Budget Management

PROFESSIONAL EXPERIENCE

INKEYE STUDIO - Independent Art Director & Graphic Designer | Panama / International | 2012-Present

- Develop brand identities, creative concepts, advertising materials and visual communication systems for independent and commercial projects.
- Lead end-to-end creative execution across logo design, corporate identity, print, digital assets, photography, photo retouching, web layouts and production-ready artwork.
- Plan communication approaches and coordinate production, suppliers and print requirements while managing project budgets and delivery.
- Selected portfolio work includes image and identity projects for Margarita Henríquez and Miss Panama, environmental artwork for TVN, press advertising, out-of-home materials, event graphics, storyboards and scenography.

NEXTV - Graphic Designer / Art Direction & Marketing | Panama | May 2013-Jul 2015

- Created concepts and visual assets supporting television/media marketing, advertising and promotional initiatives.
- Contributed art direction, photography and graphic design across campaign materials and brand communications.

INTERNACIONAL DE SEGUROS - Graphic Designer | Panama | Oct 2011-Oct 2012

- Developed brand imagery, activation materials and creative assets supporting advertising campaigns.
- Designed visual environments and interior graphics for points of sale and customer-facing spaces.

EMOTION PANAMA S.A. - Graphic Designer | Panama | Jul 2008-Oct 2011

- Created and developed brand identities and visual communication for products and services in advertising, marketing and public relations projects.
- Produced print art direction and television storyboards, supporting campaign development from concept through production.

GRUPO MELO - Graphic Designer | Panama | Mar 2007-Jul 2008

- Designed and maintained visual assets for consumer brands and client-specific initiatives.
- Prepared packaging artwork and point-of-purchase materials for production and deployment.

EDUCATION & PROFESSIONAL DEVELOPMENT

ISNIB Business School - Master in Marketing Management and Commercial Management | 2016-2018

Complot Escuela de Creativos - Barcelona, Spain - Art Direction & Creativity | 2016

Universidad Latina de Panama - Master's in Marketing, Advertising & Creativity | 2013

Universidad Santa Maria La Antigua (USMA) - Panama - Bachelor's Degree in Graphic Design | 2010

TECHNICAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Lightroom | CorelDRAW | Microsoft Office | Graphic Production | Image Retouching | Print Preparation

LANGUAGES

Spanish - Native | English - Fluent | Korean - Basic reading

SELECTED PORTFOLIO CAPABILITIES

Branding & Corporate Identity | Advertising & Campaign Development | Photography & Retouching | Packaging | Press & Outdoor Advertising | Storyboards | Environmental & Event Graphics | Web Layouts | Visual Communication Systems