

Sol Olmedo

Chief Creative Strategist | AI Innovation Advisor | Visual Storyteller

Phone: +1 475.800.5617

Email: solanael@gmail.com

Location: United States (US Green Card Holder)

LinkedIn: [linkedin.com/in/sololmedocreative](https://www.linkedin.com/in/sololmedocreative)

Portfolio: sololmedo.com

Executive Summary

Creative Director and AI Strategist with over 20 years of international experience delivering high-impact visual strategies across branding, media, content, and automation. Recognized for driving creative innovation, scaling multidisciplinary teams, and integrating AI to significantly enhance design productivity.

Track record of boosting team output by up to 75% through AI-enhanced workflows and mentoring. Strong background in brand development, transmedia storytelling, and generative systems for content creation.

Core Competencies

Creative Direction & Visual Strategy

- Brand Identity Systems
- Presentation & Pitch Deck Design
- Art Direction & Visual Storytelling
- Team Leadership & Mentoring

AI & Automation

- Prompt Engineering (GPT, Midjourney, Runway)
- Custom GPT Agents and API Integration (Make.com, Airtable)
- Automated Workflows for Content and Design

Technical Skills & Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition)
- HTML, CSS, Lottie Animation
- Figma, Shopify, WIX, Meta Ads Manager
- Google Workspace, Monday.com, Basecamp, Airtable

Professional Experience

Creative Director

BrandVault360 – 2021 to 2024

- Boosted team productivity and design quality by 75% through AI-driven workflows and creative training.
- Introduced generative design systems and interactive formats (Lottie + AI tools).
- Mentored junior designers to reach senior-level performance and delivery standards.

Motion Graphics Designer (Contract)

Cisneros Media / History Channel – 2019

- Awarded Promax Gold Latin America – Best Filler 2019.
- Delivered animated visuals and broadcast graphics for various productions.

Creative Director & Post-Producer

Frontino Films – 2015 to 2018 (Advisor 2019–present)

- Led creative and post-production strategies for clients including Hilton Hotels and MAU University.
- Directed branding and visual concept development from idea to final delivery.

Senior Graphic Designer

Vulcano Producciones – 2011 to 2015

- Developed brand identity systems and brand guidelines for clients in multiple industries.

Senior Designer

Idegraph Publicidad – 2007 to 2011

- Designed annual corporate presentations and identity manuals for clients such as Motorola Venezuela and SIDOR.

Education & Certifications

- Technical Degree in Computerized Graphic Design – Monseñor de Talavera University College
- Specialization in Content Strategy – Northwestern University (Coursera)
- Specialization in Social Media Marketing – Northwestern University (Coursera)
- Prompt Engineering for ChatGPT – Vanderbilt University (Coursera)
- UX Design Fundamentals – California Institute of the Arts (Coursera)

Additional Information

- Languages: Spanish (Native), English (Fluent Reading & Writing)
- Legal Status: US Permanent Resident (Green Card)