BETIANA JURADO

Senior Art Director / Senior Designer

Buenos Aires, Argentina · +54 11 6920 6814 · betiana.jurado@gmail.com
linkedin.com/in/betiana-jurado-gimenez · betiana-jurado.com.ar

PROFILE

Senior Art Director and Designer with 15+ years leading visual identities, campaigns and creative systems for global entertainment and consumer brands, including Disney, Pixar, Marvel, Star Wars and Paramount properties. Proven track record directing creative production from concept and art direction through final delivery, across digital, print, video, experiential, OOH, ecommerce, packaging and retail, for markets spanning LatAm, Brazil and EMEA.

Skilled at leading creative teams and coordinating internal and external partners to deliver large scale campaigns across multiple markets while maintaining brand consistency and creative quality. Experience extends into B2B and brand-partnership contexts: evaluating licensee product design for Disney, advising co-branding partnerships (including LATAM Airlines) for Paramount, and working directly with Citroën and its dealership network as designer.

CORE EXPERTISE

Art Direction · Creative Concept Development · Photo & Video Production Direction · Experiential Design · Visual Strategy · Campaign Development · Brand Systems & Style Guides · Digital, Print & Social Creative · Ecommerce · OOH Campaigns · Packaging & Retail · Brand Partnerships & Licensing · Localization (7+ regions) · Team Leadership & Mentorship · Agency Management

PROFESSIONAL EXPERIENCE

PARAMOUNT — Senior Graphic Designer / Art Direction

Buenos Aires, Argentina | July 2023 to Present

- Lead art direction and creative development for Paramount campaigns, overseeing key visuals, OOH, digital banners, tune-in materials, newsletters and other campaign touchpoints from concept to final production.
- Lead and mentor a team of 2 designers, coordinating creative workflows from initial concepts and WIPs through final assets.
- Direct localization and adaptation of campaign assets across 7 regions (LatAm, Brazil, Germany, Italy, France, UK, Australia, and others), overseeing automated production pipelines that deliver up to 1,000 adapted assets per day.
- Advise brand co-partnership and pairing decisions for external partners, including LATAM Airlines, ensuring brand alignment across joint campaigns.
- Develop style guides and visual systems ensuring brand consistency across large scale campaigns and executions in multiple markets.
- Partner closely with marketing stakeholders to translate campaign objectives into visual communication aligned with the brand.

THE WALT DISNEY COMPANY — Senior Graphic Designer / Art Direction

Buenos Aires, Argentina | January 2014 to July 2023

- Served as Art Director across Disney's major franchises and properties, including Star Wars, Marvel, Pixar, and Disney Channel titles (Frozen, Mickey, Princesita Sofía, BIA, Soy Luna, and others).
- Directed full scale photo production for BIA's campaign key visuals, editorial and packaging (November 2018): planned and ran 3 simultaneous shoot sets in a single day for 18 talents across 3 looks, defining every art direction decision including poses, angles, styling, wardrobe and shot type, and managing the full production schedule and talent call times from start to finish. Assets shipped across LatAm and EMEA markets.
- Managed an experiential Tsum Tsum installation in a shopping mall, overseeing the full production process with the external vendor.
- Evaluated and approved product design submissions from Disney licensees, ensuring brand and quality standards were met.
- Coordinated all editorial output for Disney's merchandising and publishing business.

• Led design execution while managing 1 direct report, and coordinated multiple internal teams and external creative agencies to scale production across markets.

• Developed style guides and product art packs establishing consistent visual direction for product, merchandising, ecommerce, retail and promotional materials across LatAm.

• Managed visual development for regulated categories and complex brand requirements.

GO INTERACTIVE — Senior Graphic & Web Designer

Buenos Aires, Argentina | August 2011 to January 2014

• Developed visual concepts and digital creative for websites and integrated campaigns, including work with Citroën and its dealership network.

• Partnered with account managers and other teams to translate client objectives into visual solutions.

• Created campaign assets designed to strengthen brand presence across digital channels.

M. TEXTILE — Graphic Designer

Buenos Aires, Argentina | August 2008 to August 2011

• Developed artwork for textile and apparel applications.

• Collaborated with production teams to prepare and execute visual assets across print and physical applications.

• Worked within production constraints while maintaining visual quality and brand consistency.

FEATURED FREELANCE PROJECTS

ECOCHALLENGE (RAZE, YouTube Channel)

• Developed the graphic package and animation for Ecochallenge, one of the projects produced by RAZE.

EDUCATION

Bachelor's Degree in Graphic Design

University of Buenos Aires (UBA) | 2005 to 2012

TOOLS

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · After Effects · Premiere Pro · Figma · AI design tools (Midjourney, Adobe Firefly) · PowerPoint · Keynote · Slack · Airtable · Monday.com

LANGUAGES

Spanish: Native | English: C1 | Japanese: Basic