

## AT A GLANCE

**20** Years experience  
**13** Years at TELUS  
**30+** Countries governed

## CREDENTIALS

### Toptal

Top 3% global talent · Vetted March 2026

### Upwork Top Rated

100% Job Success Score

### B.A. Graphic Design

Univ. Dr. José Matías Delgado, El Salvador

### Published Author

Starseer, Book 1 · Amazon KDP, 2023

## CORE COMPETENCIES

- DesignOps Architecture
- Brand Governance Frameworks
- Information Architecture
- Design Systems & Tokenization
- Document Design & Automation
- Executive Stakeholder Mgmt
- Change Management
- High-Stakes Print Production
- WCAG AAA Accessibility

## TECHNICAL TOOLKIT

- InDesign
- GREP
- JSX scripting
- VBA
- Figma
- Design tokens
- Illustrator
- Photoshop
- Procreate
- Amazon KDP
- Google Workspace
- Mailchimp
- Beefree
- Adobe Firefly
- Prepress / preflight

## LANGUAGES

### Spanish

Native

### English

C2 · Advanced Professional

## PROFILE

Bilingual design executive with 20 years of experience and 13 years as Brand & Design Director at TELUS Digital — a publicly traded global CX organization across 30+ countries. I build the infrastructure that makes design scale: governance frameworks, tokenized systems, and document architecture engineered for institutional audiences. Technical depth at director level is rare; mine is demonstrable.

## EXPERIENCE

### Fractional Design Leader & Consultant

Jan 2026 – Present

Independent · Toptal Top 3% · Upwork Top Rated · Remote

- Zero-to-one brand architecture for Swing Wing (South Africa): 81-variable "Warp & Weft" token library, WCAG AAA, developer-ready Figma handoff.
- B2G information architecture for a 90-page public sector procurement guide: cognitive load design, modular wayfinding, executive-ready layout.
- Three-layer automation pipeline (VBA → JSX → GREP) for a 400+ piece dyslexia-aware phonics workbook series — architecture complete, zero manual intervention.

### Director, Brand & Design

Sep 2025 – Oct 2025

TELUS Digital · formerly TELUS International · TSX/NYSE: TIXT

- Architected the global **Brand Governance Framework**, shifting from reactive asset production to scalable design infrastructure independent of parent-company legacy systems.
- Piloted AI-First Design initiative integrating Adobe Firefly and Shutterstock Enterprise into the creative supply chain.
- Negotiated brand exceptions with TELUS Corp leadership for US, APAC, and European tech clients.

### Senior Manager, Brand & Design

Dec 2023 – Sep 2025

TELUS Digital · TSX/NYSE: TIXT

- Directed visual strategy for the **largest tech IPO in TSX history** (dual-listed NYSE/TSX): SEC Form F-1, Silicon Valley DOOH, NYSE Closing Bell backdrop, Investor Day environments. Zero defects.
- Built DesignOps system reducing presentation build times **60%** for a global sales team resistant to Google Workspace migration: 100+ slide master deck, SSOT Drive architecture, 4-track training program.
- Led UX/UI visual alignment for [telusdigital.com](http://telusdigital.com) through platform transition.

### Manager, Brand & Design

Oct 2020 – Dec 2023

TELUS Digital

- Directed **three consecutive global rebrands** across 20+ countries, harmonizing acquired companies into the TELUS Digital brand architecture.
- Resolved font licensing legal exposure (Monotype / Helvetica Now) across **70,000+ employees** in multiple jurisdictions — no formal mandate required.
- Scaled and mentored LATAM design squad from production support to strategic partner for North American stakeholders.

### Senior Designer → Brand Lead

Sep 2012 – Oct 2020

TELUS Digital

- Progressed from senior production designer to brand leadership over 8 years, building the foundational systems that became the global DesignOps infrastructure.

### Creator & Product Owner — Starseer

Nov 2020 – Oct 2023

Self-Published Novel & Brand · Independent

- End-to-end ownership: original cover illustration (Procreate), 300-page InDesign typesetting with GREP automation, Amazon KDP production, A+ Content, author website, 600-subscriber email funnel.

## SELECTED PROOF POINTS

**NYSE / TSX IPO Visual Architecture**  
SEC Form F-1, Silicon Valley DOOH, NYSE Closing Bell, Investor Day. Zero defects. Toppan Merrill prepress coordination.

**Brand Governance at Scale**  
Font licensing compliance (Helvetica Now / Monotype) resolved across 70,000+ employees in multiple jurisdictions without formal mandate.

**DesignOps ROI**  
60% reduction in presentation build time. 100+ slide master deck SSOT system deployed globally and still in active use.

**Production Automation Depth**  
VBA document normalization, JSX InDesign scripting, GREP pipelines embedded in 35+ paragraph style taxonomies.