

Luis Ángel González Montes de Oca

Senior Designer

www.luisangel.biz

lagm191084@gmail.com

Guadalajara, Jalisco, México - (+52) 3323592232



Portfolio



Professional Profile

Senior Graphic Designer & Brand Production Specialist with 18+ years of experience developing premium packaging, visual identities, marketing assets, and cross-platform brand experiences for consumer products, beverage, and international markets.

Experienced in branding, packaging development, print production, photography direction, and digital content creation, collaborating with marketing teams and international stakeholders to deliver visually compelling campaigns aligned with business objectives and brand positioning.



Work Experience

- Packaging Engineer & Packaging Designer

UX/UI Designer | Scrum Master

Freelance

Dec 2024 - Present

- **Packaging engineering + graphic design:** dielines/structure concepts, print-ready artwork, and realistic mockups for production.
 - **Cross-functional collaborations on projects for** Cartographic, DPI, EEO, and Etiflex, ensuring manufacturability and brand consistency.
 - **UX/UI + Scrum value-add:** improve information hierarchy/readability and support delivery through Agile coaching/mentoring.

Senior Designer / Packaging Engineer

NatureSweet

Sep 2019 - Dec 2024

- **Collaborated with U.S. based Marketing teams** to develop visual assets, presentations, campaign materials, and branded content for international initiatives.
 - **Participated in cross-functional projects** and international travel supporting creative alignment, product launches, and marketing execution across U.S. operations.
 - **Produced on-brand visual assets for digital and print channels** including presentations, banners, internal campaigns, promotional materials, and stakeholder communications.
 - **Conceptualized and designed branded visual materials** aligned with corporate identity standards across digital, print, packaging, and marketing channels.
 - **Ensured consistent application and evolution of brand language** across campaigns, promotional assets, presentations, and product-related materials.
 - **Created engaging visual content** for internal communications, marketing initiatives, presentations, banners, and digital platforms.
 - **Collaborated with Marketing, Packaging, and cross-functional teams** to develop materials supporting commercial initiatives and product launches.
 - **Coordinated print production processes including pre-press preparation**, Pantone color management, file adaptation, and vendor communication.
 - **Supported photography direction, photo editing, video editing, and visual storytelling initiatives for marketing and branding purposes.**
 - **Participated in international collaboration projects, U.S. travel supporting marketing alignment, creative production, and campaign execution.**
 - **Adapted creative materials for multiple formats and production requirements**, ensuring consistency across print, digital, retail, and marketing applications.
 - **Bridged physical and digital experience design**, delivering consistent user engagement across product, process, and platform touchpoints.
 - **Contributed to the creation of visually compelling brand experiences** focused on consumer engagement, shelf impact, and commercial storytelling.

Design and New Developments Manager

Cartographic S.A. de C.V.

Sep 2012 - Sep 2019

- Led the structural and graphic design of premium packaging and display boxes (“pretty cases”) for national and international clients, ensuring high visual impact and manufacturability.
 - Led graphic and structural packaging design projects for premium tequila and beverage brands including Patrón, Círculo Tequila, Diageo, Campari, and other international consumer brands.
 - Developed high-end packaging, promotional displays, labels, and printed marketing materials aligned with luxury brand standards and international production requirements.
 - Created visual concepts and branding materials for product launches and commercial presentations across domestic and international markets.

Top Skills

UX / UI Design

User Research

Wireframing

Information Architecture

Branding

B2B & Tech

MKT Assets

Digital Asset Library

MKT Production

Prototyping

Figma

Jira

Agile Methodologies

Scrum Master

Leadership

Handoff

Illustrator

Packaging Design

Photoshop

After Effects

Workflow Automation

Premier

Filmora

Video Edition

Projects

- **International Marketing & Creative Production** – Collaborated with U.S.-based marketing teams and external stakeholders to develop branded content, campaign materials, presentations, and visual communication assets supporting international initiatives and commercial launches.
 - **Digital Transformation & Agile Adoption** – Spearheaded the adoption of Agile methodologies across multidisciplinary teams in IT and Packaging, increasing delivery efficiency by 25% and improving sprint velocity and communication through structured Scrum ceremonies.
 - **Packaging Experience Redesign** – Bridged UX principles with physical product design by developing packaging solutions that enhanced user interaction, shelf appeal, and product usability. Contributed to the successful launch of 50+ new SKUs in the U.S. market.
 - **Brand & Packaging Visual Development** – Created packaging graphics, retail-ready assets, and marketing support materials focused on brand consistency, shelf impact, and production execution while coordinating with Packaging, Marketing, and external production vendors.

Education

Bachelor’s Degree - Graphic Design

Universidad Univer

2003 - 2007

Certification

Professional Scrum Master
PMS I

2025

Training

UX / UI Design

Coursera

2022

Scrum Master by SCRUMstudy
DW Training

2023

Emotional Intelligence & Leadership
MA Capacitación

2017