



# Florencia Castro Lepere

**SENIOR GRAPHIC DESIGNER | BRANDING • VISUAL STORYTELLING • UX/UI**

Leading the creative direction of multi-platform campaigns, collaborating with cross-functional teams, and adapting ideas into compelling visual solutions.



## Work Experience

### Target River Advertising Agency

Senior Visual Designer. Remote Work (EST Time Zone)

December 2023 to Present

- Lead visual design strategies across multi-platform campaigns, ensuring cohesive brand storytelling through social media, digital ads, and print.
- Translate high-level campaign concepts into adaptable visual systems, managing assets for various formats, including newsletters, billboards, and transit ads in urban environments (buses, subways, airports).
- Oversee ad creatives for Google, Meta, and LinkedIn.
- Collaborate closely with cross-functional teams (copywriters, video editors) to maintain brand consistency and strategic alignment across deliverables.

### ZELP Ag-Tech Company

Freelance Senior Visual Designer. Remote Work (EST Time Zone)

December 2023 to February 2025

- Act as brand advisor, shaping the visual identity by designing communication tools that align with business goals.
- Develop monthly newsletters and corporate collateral with a focus on strategic messaging and brand positioning.
- Provide art direction for marketing materials including flyers and posters, ensuring every piece supports the company's vision.

### Design Pickle Agency

Visual Designer. Remote Work (EST Time Zone)

October 2020 to December 2023

- Creative execution of visual assets for diverse brands, from startups to established businesses, across digital, print, and social channels.
- Delivered impactful campaign elements such as display ads, branded merchandise, infographics, and GIFs, always aligning with brand.
- Specialized in logo creation and branding systems, delivering comprehensive visual identities rooted in strategic concept development.

### Editorial Atlántida

Jr. Graphic Designer

March 2019 to October 2020

- Designed newsletters (HTML and visual layout), social media content, advertising banners, and promotional videos for web use.

### Decorinter

Jr. Graphic Designer

March 2017 to February 2019

- Created web banners, email newsletters, and digital assets for social media and online campaigns.

## Portfolio

### Website

[florcastroworks.com/portfolio](http://florcastroworks.com/portfolio)

## Education

### ESDesign Barcelona

Master in Graphic Design

Graduated in 2020

### UADE

Degree in Graphic Design

Graduated in 2018

## Certifications

### Coursera - Yale University

Connected Leadership

Completed in July, 2025

### Coderhouse

Course UX/UI Design

Completed in October, 2018

## Language

### English

C1 Advanced

## About Me

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