# MARIA FERNANDA USECHE VILLALOBOS RAMIREZ GALVIS

María Fernanda Useche Villalobos Ramírez Galvis is an art director, designer, and artist whose work is shaped by her Colombian roots and immigrant experience. She blends bold storytelling with intentional design, creating work that bridges culture, communication, and emotion. Her perspective brings empathy, resilience, and a sharp creative instinct to every project.

## CLIENTS

CeraVe
Ulta Beauty
Instax
New York Lottery
Mastercard
Home Depot
Airborne
Lysol
Neuriva
Anthropologie
Moleskine

## PROFESSIONAL EXPERIENCE

**BBDO Senior Art Director**   July 2025 - Present

Develop visual concepts across integrated campaigns, collaborating with cross-functional teams to translate strategy into culturally relevant, design-forward creative across film, digital, and social.

**McCannNY Art Director**   July 2021 - July 2025

Led visual storytelling and brand design across TV, digital, social, and experiential campaigns. Helped shape ideas from concept through execution, collaborating with production, motion, and design teams to bring work to life across shoots, 3D animation, and evolving visual systems. Pitch win for CeraVe.

**McCannXBC Junior Designer**   May 2020 - July 2021

Supported the Associate Design Director in developing global design systems and campaign assets for Mastercard, including presentation design, digital toolkits, and marketing materials.

## HONORS AND AWARDS

**ANDY Awards:** Gold [Bravery]
**Clio:** Bronze [Streaming/Downloadable Content]
**Clio:** Shortlist [Fashion & Beauty]
**AICP Next:** Shortlist [Influencer]
**Webby:** Nominee [Branded Content]
**Webby:** Nominee [Fashion, Beauty & Lifestyle]

**U.S. Fulbright Semi-Finalist** 2020

**Márcio Moreira Multicultural Fellowship** 2019

**Young Arts Merit Winner for Graphic Design** 2017

## EDUCATION

**BFA**, Communications Design, Pratt Institute, Brooklyn NY
**Graphic Design**, Design & Architecture Senior High, Miami FL

## RELEVANT SKILLS

Midjourney, Adobe Suite, Premiere, After Effects, Blender, Figma, Procreate, G Suite, Microsoft Office Suite, Webflow

**Native Languages:** English, Spanish, Spanglish

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