Marcos Monroy Lopez

Head of Design

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Currently based in Taipei, Taiwan

Summary

Designer with 15+ years of experience leading integrated campaigns and design projects across North America, Europe and APAC. Specialized in e-learning, product development, and UI/UX for global brands.

Proven leadership in managing multidisciplinary teams, embracing generative AI tools, and driving creative excellence across digital platforms.

Work Experience

Head of Design / Founding Designer
05.2020–Present
The Renewable Construction Academy (Taiwan/Denmark)
• Leading a global design team (5 designers) across Asia and Europe.
• Overseeing branding, UI/UX design, and content design across RECOA's e-learning platform and social media.
• Introducing AI-assisted workflows and vibe coding to streamline content production and enhance brand consistency.

Associate Creative Director
02.2016–10.2019
Teran TBWA (Mexico City)
• Led full-cycle campaign development for Domino's, Vips, Bachoco and Profuturo.
• Mentored creative teams and translated conceptual ideas into integrated media strategies.
• Delivered creative solutions across ATL, BTL, and digital formats.

Senior Creative
06.2014–01.2016
Upgrade Marketing (Mexico City)
• Produced experiential and digital marketing for Starbucks, Volkswagen, Unilever, Alsea and AB InBev.
• Collaborated closely with designers and production teams on multi-platform experiential campaigns.
• Delivered high-impact visual presentations and social media content.

Creative Copywriter
07.2010–06.2014
Olabuenaga Chemistri/Publicis Groupe (Mexico City)
• Concepted and developed advertising campaigns for AAA brands such as Walmart, PepsiCo, Tecate, Lala, Banamex, and General Motors.
• Partnered with creative teams to craft compelling copy for TV, print, social media and OOH campaigns.

Graphic Designer
02.2008–06.2010
Instituto Politecnico Nacional (Mexico City)
• Concepted and developed educational visual content for the e-learning program of one of the most important universities in Mexico.

Languages

English: Fluent, Professional
Spanish: Native
French: Intermediate
Chinese: Basic
Japanese: Basic

Skills

UI/UX Design, Webflow Development, Generative AI, Vibe Coding, Claude Code, Adobe CS, Video Editing, Illustration, Storyboarding, Project Management, Figma, LMS tools, Leadership, Presentation Design, Branding.

Education

- 2009, **Creativity for Advertising Diploma,** *El Semillero / DDB Mexico*
- 2008, **Bachelor's in Graphic Design,** Autonomous University of San Luis Potosi
- 2007, **Graphic Design Diploma,** University of Illinois at Chicago