



ALEX BRITO

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PORTAFOLIO

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INFO

madbambamworks@gmail.com

LANGUAGES

Spanish - Native
English - Fluent
Mexican Spanish - All Pro

Creative Director with a visual core, strategic mindset, and cultural soul. I build ideas that don't just sell – they connect, provoke, and activate. Trained at Miami Ad School, I move across campaigns, identities, and experiences that live inside and beyond the brief.

EXPERIENCE

- Independent Creative / Art Director – Mexico & Remote (2019–2024)
 - Mantra Hotel Boutique – holistic hospitality brand (branding, content, merch, design systems)
 - House Kicks – cultural project & creative content platform (social, branding, community)
 - Cultural & Wellness Brand – cannabis-related project (creative strategy, brand voice, visual identity)

EDUCATION

- Miami Ad School – Art Direction (2024–2025)
 - Integrated campaigns for global brands (Always, Volvo, LEGO, Diesel, IKEA).
 - Focused on concept development, storytelling, and multi-platform thinking.
- UNIVERSITEIT VAN AMSTERDAM - Brand Thinking & Urban Intelligence (2017)
 - Studied creative systems, urban development and cultural ecosystems
 - Gained perspective on global thinking and interdisciplinary ideation
- ITESM CCM – Marketing Minor (2014–2020)
 - Built a strong foundation in branding, strategy, and business insight.
 - Explored creative business models across communication and cultural innovation.

SKILLS

- Conceptual Campaign Development
- Visual Storytelling & Creative Writing
- Cultural Strategy & Brand Positioning
- Art Direction for Print, Digital & Motion
- Content Design for Hospitality & Lifestyle
- Editorial Thinking & Merch Design
- Identity Systems & Design Consistency
- Photography Direction & Creative Production
- Prototyping, Social Media & Trend Hacking

WE OWN THE FUTURE.

