

WILMER

A R T D I R E C T O R

GÓMEZ



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creativewigo.com

EXPERIENCE



ART DIR - TEAM LEAD
September 01 - 2024
as of March 10 - 2025



ART DIR - TEAM LEAD
June 01 - 2023
as of August 31 - 2024



ART DIRECTOR (SENIOR)
February 15 - 2022
as of May 25 - 2023



ART DIRECTOR (SENIOR)
August 31 - 2020
as of January 31 - 2022



ART DIRECTOR
December 02 - 2019
as of January 01 - 2020



ART DIRECTOR
November 09 - 2018
as of December 04 - 2019



GRAPHIC DESIGNER
2017



CM GRAPHIC
Freelance

RECOGNITIONS

ONE SHOW

Shortlist Young Ones/Controversial Lawsuits - Spotify
Shortlist /Tasty Lessons - Duolingo

OJO DE IBEROAMÉRICA

🏆 Gold/Social Flavor - Fanta

EFFIES

🏆 Gold/Cuidamos como Cuidan los Colombianos - INVIMA
🏆 Gold/APP - BBVA
🥈 Silver/APP - BBVA

FESTIVAL EL SOL

Shortlist/Out Beat - Huawei

FESTIVAL EL DORADO

Shortlist/Ads Everyone - ANDI

FESTIVAL EL DORADO

Shortlist/Ads Everyone - ANDI

CIRCULO DE ORO MÉXICO

🥉 Bronze/Signs of Pride
Shortlist/Second Player



BRANDED WORK

- Asistencia Bolivar - Carulla - Toyota - Colsubsidio - Biomax & Brio - Schick - Ballantines - Coca-Cola - Sprite - Fanta - Topochico - Del valle - Powerade - Schweppes - Baileys - Red Label - BBVA - avianca - Alqueria -Azúcar Providencia - Constructora Marval - Huevos Gallina feliz - Huevos Santa reyes.

CERTIFICATION

2025

ART DIRECTOR
Miami Ad School - México

2022

INTEGRAL CREATIVITY
All In Program
The Pub School - Ecuador

2018

CREATIVITY DIPLOMA
Brother Escuela de Creativos

ADVERTISING AND MARKETING
Fundación Universitaria libertadores
Sixth Semestre

2013

DESIGN FOR GRAPHIC COMMUNICATIONS
SENA

VISUAL COMMUNICATION USING
Adobe Photoshop

PHOTOGRAPHY
Compositional Elements

ILLUSTRATION DIGITAL TECHNIQUES
Illustrator and Photoshop

2010

ADVERTISING GRAPHIC DESING
INCAP

SKILL

HARD SKILLS

- Adobe Ps - IA - Af - Pr - Me
- Artificial intelligence
- Idea bank / Brainstorming expert
- Copywriting
- Concept development
- AI tools integration
- Social media management

SOFT

- Organized
- Calm under pressure
- Empathetic
- Adaptive
- Motivational
- Practical thinker
- Visual problem-solver
- Leadership-driven

