

WILMER

A R T D I R E C T O R

GÓMEZ



+57 310 2 65 64 83 - wfgomez113@gmail.com



creativewigo.com

EXPERIENCE

LLYC

CREATIVE LEAD
September 10, 2025
Present (10 meses)

DDB°

ART DIRECTOR (SENIOR)
February 21, 2022
May 25, 2023
(1 year, 3 months)

Ogilvy

ART DIRECTOR
November 9, 2018
December 1, 2019
(1 year)

VML

CREATIVE LEAD
February 1, 2024
January 24, 2025
(1 year - Grey / VML)

Ogilvy

ART DIRECTOR (SENIOR)
December 14, 2020
February 14, 2022
(1 year, 2 months)

GO

GRAPHIC DESIGNER
January 9, 2017
July 31, 2018
(1 year, 7 months)

GREY

CREATIVE LEAD
June 1, 2023
January 31, 2024
(8 months - Grey / VML)

MULLENLOWE

ART DIRECTOR
December 2, 2019
October 14, 2020
(10 months)

RECOGNITIONS

YOUNG LIONS

Silver/Unasked Sites

ONE SHOW YOUNG ONES

Bronze/ Young Ones /Unused Signal - Verizon
Shortlist Young ones ADC /Unused Signal - Verizon
Shortlist Young Ones/Controversial Lawsuits - Spotify
Shortlist Young Ones /Tasty Lessons - Duolingo

CIRCULO DE ORO MÉXICO

Bronze/Signs of Pride
Shortlist/Second Player

EFFIES

Gold/Cuidamos como Cuidan los Colombianos
Gold/APP BBVA
Silver/APP BBVA

FESTIVAL EL SOL

Shortlist/Out Beat

OJO DE IBEROAMÉRICA

Gold/Social Flavor

FESTIVAL EL DORADO

Shortlist/Ads Everyone



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

