

Andrei Bonilla

Creative Director | VP of Creative | Brand Strategy | Integrated Experiences

andreiporfolio.online | andrei.bonilla@me.com | linkedin.com/in/andreibonilla | (541) 507-5421

PROFESSIONAL SUMMARY

Creative Director and brand storyteller with 15+ years of experience leading creative teams across advertising, e-learning, and integrated brand campaigns. Proven track record directing creative strategy for Fortune 500 companies including Nike, Google, Meta, IKEA, and Bayer. Expert in brand identity development, visual storytelling, content strategy, and cross-functional team leadership. Co-founder of CoDesign, a design thinking facilitation methodology that transforms organizational communication challenges into creative solutions. Deep experience in both agency and in-house environments, with a strong command of AI-assisted creative workflows, learning experience design, and multichannel campaign execution. Bilingual English/Spanish with extensive cross-cultural collaboration experience.

CORE SKILLS & COMPETENCIES

Creative Direction | Brand Strategy | Visual Storytelling | Campaign Development | Content Strategy
Creative Team Leadership | Design Thinking | Workshop Facilitation | Stakeholder Management
Learning Experience Design | Instructional Design | E-Learning | Digital Content Production
Brand Identity Systems | Visual Identity | Multichannel Marketing | Integrated Campaigns
AI-Assisted Creative Workflows | Generative AI | Prompt Engineering | Creative Technology
Cross-Cultural Communication | Bilingual English/Spanish | Global Team Collaboration

PROFESSIONAL EXPERIENCE

Lead Creative Director SweetRush Inc.

2016 – Present

- Led creative strategy and end-to-end campaign development for Fortune 500 internal brand campaigns at Nike, IKEA, Google, Meta, and Bayer — including visual identity systems, content strategy, and multichannel execution
- Directed and mentored creative teams of designers, illustrators, animators, and external vendors across concurrent projects, ensuring brand consistency and on-time delivery
- Conducted stakeholder interviews and audience research to uncover core communication challenges and define audience-centered creative direction and messaging strategy
- Developed emotionally resonant brand narratives for complex subject matter — most notably the IFRC Stay Safe program, addressing staff safety and reducing workplace fatalities through storytelling
- Led Bayer brand workshop that identified key misalignment around the term 'innovation'; reframed creative strategy around a 'think small' approach that drove cross-departmental adoption
- Co-founded CoDesign, an internal design thinking and facilitation methodology combining audience research with creative strategy to move organizations from confusion to clarity
- Collaborated with IRC, UNICEF, and global NGOs, adapting brand voice, visual language, and creative strategy across diverse cultural contexts and international audiences
- Integrated AI tools and generative AI workflows into creative processes, building internal toolkits (The Hive: CrossBee, Sherlock, Maestro) to accelerate ideation, production, and quality review
- Designed and facilitated in-person and virtual creative workshops, including a CoDesign session for the Proof Positive autism-focused learning project — producing strategic creative frameworks and learner personas

Creative Director House of Content

2011 – 2016

- Developed and led integrated brand campaigns for PreservePlanet.org across TV, digital, print, and multichannel activations — building a consistent visual identity and tone of voice from the ground up

- Created cause-driven communications framework: make impact visible, make it personal, replace overwhelm with a clear call to action — applied across all campaign briefs and content strategy
- Directed integrated campaigns for national and international commercial clients, managing creative strategy, production timelines, budgets, and agency partners from brief through delivery
- Translated complex environmental and scientific subject matter into accessible, emotionally resonant stories for diverse audiences including consumers, donors, and policy influencers

Earlier Career: Creative Art Director — Jotabequ Grey and McCann | 3x Cannes Lions Winner | New York Festivals Awards | International brand campaigns across retail, automotive, and consumer goods

AWARDS & RECOGNITION

- 3x Cannes Lions — Advertising Excellence (McCann / Jotabequ Grey)
- Brandon Hall Awards — Learning and Development Innovation
- New York Festivals Awards — Creative Communications
- Florence Biennale 2023 — 5th Place, Mixed Media Art, Internacional de Arte Contemporaneo

EDUCATION & CERTIFICATIONS

- MIT Professional Education — Leadership and Innovation
- Universidad de Salamanca — Design Thinking Certification

TECHNOLOGIES & TOOLS

Design & Creative: Adobe Creative Suite, Figma, Keynote, MidJourney, Generative AI

Collaboration & Strategy: Miro, Base44, Claude, AI-assisted creative workflows, Slack

Learning & Development: Articulate Storyline, Learning Experience Design, Instructional Design

Languages: English (fluent), Spanish (native)

ADDITIONAL

- Author of *Once* (2023) — a collection of short stories published on Amazon and selected for the Florence Biennale Internacional de Arte Contemporaneo 2023; work sits at the intersection of storytelling, design thinking, and the search for meaning
- Self-taught abstract painter with work recognized at the Florence Biennale — a practice that directly informs visual thinking, creative risk-taking, and brand aesthetic judgment
- Native Spanish speaker originally from Costa Rica — brings an authentic cross-cultural lens to brand voice, visual language, and audience engagement across global markets