

I AM MIROSLEIDYS PIRELA

CALL ME

305.318.6507

CONTACT ME

MIROSLEIDYS@GMAIL.COM

PORTFOLIO LIVE

MIROSLEIDYSPIRELA.COM

Miami, FL

AREAS OF EXPERTISE

VOD, SVOD, AVOD, OTT, and OOH Content
Logos, Posters, Magazines & Newspaper,
Stationery, Product Design, Marketing,
Advertising, Project Management, Brand
Development, Social Media Content
Photo Editor, Art Director

SOFTWARES

Proficient in Adobe programs:

Adobe Creative Suite,
Indesign, Photoshop, Illustrator,
Adobe Digital Publishing Suite,
After Effects, Powerpoint,
Word, Excel, MAC Platform

SOFT SKILLS

Organization, Teampayer,
Creativity, Motivation & Management

RECOGNITIONS

28 th **NATJA** Travel Media Awards,

HONOURABLE MENTION: COVER PHOTO

Mateo Londoño Quijano,

"Maluma en la intimidad"

feature in Nexos for American Airlines

HONOURABLE MENTION: PORTRAIT, PEOPLE

Mateo Londoño Quijano,

"Maluma en la intimidad"

feature in Nexos for American Airlines

DISTINCTION: DESIGN / PHOTOGRAPHY

Cover design, Nexos for American Airlines

FOLIO: EDDIE and OZZIE Awards

Best website in content marketing

americanway.com

EDUCATION

JUN 2011 **MIAMI INT. UNIVERSITY OF ART & DESIGN / Miami, FL**

Bachelor in Fine Arts, Graphic Design

JUN 2004 **MIAMI DADE COLLEGE / Miami, FL**

Associate in Arts, Graphic Design

EXPERIENCE

AUG 2021 **TELEvisa UNIVISION / Miami, FL**

JAN 2025 **Motion Graphic Artist**

- Responsible for the efficient delivery of materials for allocated VOD platforms across specific markets, within agreed timelines and technical specifications.
- Create VOD, SVOD, AVOD, OTT, and OOH assets for our partners such as Apple Univision Now, ATT poster Verizon, ATT Uverse, Direct TV, Gracenote, Verizon etc.
- Reproducing and adapting existing key art for all affiliates networks Univision, Unimas, Galavision and VIX. Work simultaneously with the art department colleagues and cross-functionally with other members of Social media.
- Helped directly with the OOH Campaign Launch for VIX as an Associate Designer and contributed to the achievement of one of the biggest strategic goals for TelevisaUnivision.

MAY 2018 **INK - WE ARE TRAVEL MEDIA / Miami, FL**

DEC 2020 **Associate Art Director**

- Art directed/design all creative for NEXOS magazine American Airlines largest inflight publication in Spanish & Portuguese.
- Responsible for organizing and coordinating logistics international photoshoots with A-list celebs. In addition to hire within budget top photographers, make-up/hair, fashion stylists, illustrators and being the liaison with celebs' publicists.
- Worked closely with editors on planning magazines for AA and americanway.com

NOV 2013 **TELEvisa / Miami, FL**

MAY 2018 **Associate Art Director**

- Prepared and organized TVyNovelas USA magazine layouts.
- Managed workflow between editorial to pre-press including creative management and press checks for the design department.
- Coordinated and created inspirational mood boards for celebrities' photo shoots execution from conceptual visual direction to final production. Estrellas de Verano & Divinas y Humanas special editions.
- Managed and produced creative content for all social media platforms accounts.

OCT 2011 **IVIE THE MARKETING COMPANY / Miami, FL**

AUG 2013 **Advertising Production Designer / Client Services Coordinator**

- Manged direct client contact and overall coordination for creative production of projects assigned by the client (Navarro Pharmacies).
- Communicated the details of the process to corporate services, prepared media and other departments. Supervised and facilitated projects flow, deadlines, marketing planning, execution and reporting. Also designed collateral designs for pharmacies signage department stores.
- Responsible for knowing and meeting all timelines and due dates.

MAR 2007 **TELEvisa / Miami, FL**

OCT 2011 **Graphic Designer / Assistant Art Director**

- Controlled and gave daily support to the Art Director.
- Kept constant awareness of any material coming from Hearst headquarter.
- Prepared and organize layouts design for Cosmopolitan magazine created in-house for all US/Cont. issues as well as for the Mexico issues.
- Created illustrations and retouching images for the issue in use.