

Adrián Celano

Senior Graphic Designer | Web Designer | Art Director

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Summary

Senior Designer with over 18 years of experience creating visual systems, digital products, and brand identities for leading advertising agencies, corporations, and independent projects. Expert in bridging the gap between impact-driven graphic design and functional web development.

Professional Experience

Senior Freelance Designer & Web Developer 2013 - Present

Independent Projects

- Design and develop custom WordPress and WooCommerce websites, tailoring user interfaces and shopping experiences.
- Create comprehensive visual identities, branding guidelines, editorial systems, and packaging designs for diverse clients.
- Utilize Elementor Pro, HTML5, CSS3, and JavaScript to build responsive, high-converting digital products.

Graphic & Digital Producer 2018 - 2019

Leo Burnett

- Executed end-to-end graphic and digital production for high-scale advertising campaigns.
- Collaborated with creative and art direction teams to ensure visual consistency across multiple platforms.

Graphic & Web Design Instructor 2015 - 2016

Programa Adolescencia

- Taught foundational and advanced concepts of graphic and web design to students, fostering technical and creative skills.

Production, Logistics & Procurement Coordinator 2006 - 2015

Quintiles Argentina

- Managed production workflows, supplier logistics, and corporate procurement processes efficiently.

Graphic Producer & Art Director 2005 - 2006

Casares Grey

- Led graphic production workflows and contributed to art direction for advertising accounts.

Graphic Designer, Producer & Art Director 1990 - 2005

Young & Rubicam

- Developed impactful graphic design assets, managed print/digital production, and drove art direction for major national and international brands.

Core Expertise & Tech Stack

Design & Art Direction: Branding, Visual Identities, Editorial Design, Typography, UX/UI, Digital Campaigns, Packaging.

Tools & Platforms: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, WordPress, WooCommerce, Elementor Pro.

Development: HTML5, CSS3, JavaScript, Flash + ActionScript.

Education

Art Professorship - Escuela Prilidiano Pueyrredón

Editorial Design - Nueva Escuela de Arte

Specialized Courses: JavaScript, Flash + ActionScript (Escuela Da Vinci) | HTML5 + CSS3 (Círculo de Programadores)