

YUNUEN ALVARADO

CREATIVE DIRECTOR

+1 (646) 541 1276
ae.yun.contact@gmail.com
2922 Northern Blvd, LIC, NY
linkedin.com/in/yunuenae

Hi, I'm Yunuen, Graphic Designer & Architect driven by the power of design to shape how people feel, move, and connect. Whether I am defining a brand, designing a space, or solving a creative challenge, I strive to create smart, beautiful solutions through captivating design.

Experience

Founder & Creative Director Bēhaus | Nov 2023 - Present

- Manage brand identity and strategy, product design, packaging design, content and social media to launch and grow a modern home decor line.

Creative Director Adikteev Inc. | August 2022 - Oct 2023

- Led a cross-continental creative team across New York and Paris, developing high-performing app re-engagement campaigns.
- Directed concept, design, and execution of static, video, and playable ads for leading gaming, casino, retail, streaming, and service apps
- Collaborated on creative strategy to develop campaigns that were visually compelling and performance-driven.
- Cross-team workflows to support better communication and delivery.

Head of Creative Team US Adikteev Inc. | January 2020 - August 2022

- Creative direction for all US-based campaigns.
- Lead designer on motion graphics, video, & animation projects.
- Support account management, sales and marketing teams through content creation and as client liaison with the creative team.
- Develop creatives that allow for a consistent brand experience across all deliverables, such as videos, storyboards, animated content, motion graphics that support and enhance advertising campaigns.

Graphic Designer Adikteev Inc. | September 2016 - January 2020

- Motion graphic designer. Created graphics, interactive animation, and new creative formats for performance mobile advertising.

Architect Zet Architects | June 2014 - October 2014

- Renovation design project for the Morelia City Convention Center.
- Developed 2D and 3D designs, including layouts, electrical and hydraulic systems for residential developments.

Architect Bosque Monarca | June 2011 - May 2015

- Oversaw the development of residential and commercial projects from design through on-site coordination and execution.

Architecture Internship LBA | June 2010 - October 2010

- Contributed to the Andritz Hydro Office Headquarters project, supporting design layout development and 2D documentation.



Education

Digital Marketing Analytics MIT Sloan | 2021

Digital Marketing Analytics, executive program.

Master of Applied Arts École Boule | 2016

Specialization in Spatial Design - environmental design, interiors & micro-architecture

Bachelor of Architecture UVAQ | 2012

Bachelor's degree in Architecture,

Skills

Adobe Creative Suite Brand systems
Video editing Generative AI Figma
Content Creation SketchUp Vray
Spatial Design 3DMax Autocad

Portfolio

www.aeyun.de

Languages

Spanish: Native
English: Bilingual
French: Fluent