

DANIEL PORTUGAL

Visual designer and creative director specializing in brand systems, visual identity, and multi-channel campaigns across digital, print, video, and social. Fluent in Figma, Canva, and the Adobe Creative Suite, with a strong foundation in UX/UI, motion graphics, and AI-assisted creative workflows. Known for building reusable design systems and translating briefs into polished, on-brand assets at scale. Backed by a business and product background — including co-founding a venture-backed platform — that grounds creative work in strategy and real-world impact.

SKILLS & TOOLS

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects) · Figma · Canva

- Brand systems & visual identity
 - Design systems, templates & brand guidelines
 - Layout & typography (print & digital)
 - UX/UI & product design
 - Art & creative direction
- Video editing, motion graphics & color grading
 - Photography & archival image treatment
 - Digital campaigns & social content
 - AI-assisted creative workflows & prompt engineering
 - Cross-team collaboration & project management

EXPERIENCE

UCLA Alumni Association , Los Angeles, CA · Hybrid	Dec 2023 – Present
<i>Visual Creative & Designer — Full-time</i>	Dec 2024 – Present
• Operationalized UCLA Alumni's updated brand system across digital, print, email, web, social, and event communications for an organization supporting 660,000+ alumni worldwide. • Standardized visual execution through reusable Figma and Canva templates, modular asset systems, and practical brand guidelines for internal teams. • Delivered multi-channel creative for high-visibility alumni programs, campaigns, and events across a network of 140 regional and interest-based groups. • Partnered with program managers and cross-functional stakeholders to align creative direction, feedback, timelines, and deliverables across concurrent projects. • Expanded multimedia storytelling through video editing, photography, archival image treatment, motion assets, and AI-assisted creative experimentation.	
<i>Student Designer — Part-time</i>	Dec 2023 – Dec 2024
• Supported creative and marketing teams across digital, print, email, social, and event communications, applying UCLA brand standards. • Contributed to campaigns including Connect, Spring Sing, and Alumni Weekend; promoted to a full-time role after taking on expanded responsibilities during a team transition.	
Daniel Portugal Music , Lima, Peru · Self-employed	Jul 2020 – Present
<i>Artist, Producer & Creative Director</i>	
• Produced and released two original album projects, overseeing composition, recording, artwork, distribution, rollout planning, and release strategy across streaming and social platforms. • Collaborated with 10+ artists and creative partners across London and Los Angeles, coordinating recording sessions, arrangements, and production workflows. • Composed and produced original music for 20+ campaigns, ads, and branded content projects, translating creative briefs into finished commercial assets. • Produced and performed 5+ live shows, including Portugal30, an immersive concert combining live music, 3D sound, video mapping, synchronized lighting, and cinematic narrative.	
Somos Ari , Lima, Peru · Hybrid	Sep 2021 – Aug 2022

Creative Director / Visual Producer — Part-time

- Produced, directed, and edited 20+ commercial videos, brand ads, tutorials, and motion graphics for a South American B2B software company serving retail businesses.
- Built and managed an in-house video production setup for tutorials, product explainers, internal content, and social media assets.
- Directed a short-film-style brand campaign with a crew of 20+, overseeing concept, pre-production, budget, logistics, filming, and post-production.

Wabu, Peru · On-site

Co-Founder & Chief Product Officer

Sep 2016 – Jul 2021

- Co-founded and scaled Wabu from MVP to a 120,000+ registered-student network across Latin America, growing a local launch into a regional ed-tech platform.
- Drove growth through staged product launches, university partnerships, and campaigns, reaching 40–50% monthly active engagement, with peaks of 60–70% during key campaigns.
- Raised over \$550K in seed and angel investment across three rounds, building pitch decks, financial projections, and investor materials.
- Led product strategy, UX/UI, brand, and go-to-market execution; recognized by Start-Up Perú and Endeavor ScaleUp prior to Wabu's acquisition by a Peruvian tech company.

Banco de Crédito BCP, Lima, Peru · Internship

Intern — Digital Innovation Lab

Jan 2016 – Jul 2016

- Supported digital banking and customer experience initiatives at one of Peru's leading financial institutions.
- Assisted product research and validation through client interviews, focus groups, and usability testing, and produced tutorial videos and support materials used across branches.

E D U C A T I O N		
UCLA Extension, Los Angeles, CA — Certificate, Business of Entertainment, Arts & Media Management		Sep 2023 – Oct 2024
University of West London, London, UK — Music Technology		Sep 2022 – Sep 2023
Universidad del Pacífico, Lima, Peru — BBA, Innovation & Entrepreneurship focus (Innovation Award)		Jan 2013 – Jul 2019
New York Film Academy, New York, NY — Certificate, Filmmaking		Jan 2015 – Apr 2015

L A N G U A G E S		
Fluent in Spanish and English.		