

Hugo Ceron-Gallegos

Fort Worth, TX | (817) 937-8400 | hugocorongallegos@yahoo.com | [Portfolio](#)

Graphic Designer

Brand Development | Integrated Campaigns | Strategic Thinking | ROI-Driven Results

High-impact creative leader with 10+ years of experience turning business objectives into compelling visual narratives that drive measurable growth. Adept at leading cross-functional teams, optimizing creative workflows, and developing data-driven strategies that enhance brand visibility and ROI. Proven track record in executing over 70 integrated marketing campaigns across digital, print, and experiential channel—consistently boosting engagement, sales, and brand equity.

Art Direction • Creative Ideation • Cross-Functional Collaboration • Design Strategy • Audience Engagement
Brand Development • Project Management • Visual Identity Systems • Workflow Optimization • Concept Generation

Professional Experience

Senior Graphic Designer / Creative Lead

2020 - 2024

Subverse Multimedia | Fort Worth, TX

Promoted brand expansion and global market penetration through strategic, results-oriented creative initiatives. Implemented a new CRM system and streamlined client on boarding from one week to one day, directly fueling national growth and profitability.

- Led cross-functional teams—designers, copywriters, videographers—to execute multi-channel campaigns that boosted brand visibility, optimized digital presence, and increased sales by 14%.
- Created standardized workflows and style guides, raising productivity by at least 12%. Accelerated delivery of high-quality creative assets aligned with brand strategy.
- Produced nationally targeted visuals, evolving the company’s creative framework to engage diverse audiences. Achieved a 20% uplift in site traffic and a 34% increase in sales through tailored e-commerce and retail campaigns.

Graphic Designer / Brand Strategist

2015 - 2020

Premier Live Experience | Fort Worth, TX

Elevated the profile of major recording artists and live events through innovative design and integrated marketing campaigns. Shaped cohesive brand identities, leveraging digital channels to increase ticket sale, engagement, and market recognition.

- Developed strategic social media campaigns for artists (e.g., Nipsey Hussle, Eric B & Rakim), increasing engagement by 27% and ticket sales by 19%.
 - Executed platform-specific ad campaigns (Facebook, Instagram, TikTok), driving 43% increase in brand recognition and a 51% boost in web traffic for major venues like the House of Blues.
 - Led creative vision and established guidelines across all print and digital outputs, resulting in unified brand presence. Achieved profits exceeding over \$100K in the final quarter of 2018.
-

Education

Academy of Art University

Bachelor of Fine Arts in Graphic Design | San Francisco, CA

Tarrant County College

Associate of Applied Science in Graphic Communications | Fort Worth, TX