Hugo Ceron-Gallegos

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Creative Director | Brand Designer | AI-Driven Creative Workflows

Creative director and brand designer with 10+ years of campaigns for recording artists and venues, including Nipsey Hussle, Eric B & Rakim, and House of Blues. Delivered 70+ integrated campaigns, with results as high as 34% increase in sales and a 51% boost in web traffic. I now lead SBVRS, LLC. and built Gydlyne, a live brand guide platform for designers, using AI-assisted development.

Leadership: Art Direction • Creative Direction • Cross-Functional Team Leadership • Project Management • Workflow Optimization

Brand and Campaigns: Brand Identity and Visual Systems • Brand Development • Integrated Marketing Campaigns • Social Media Campaigns • Audience Engagement • Style Guides • Concept Development

Production and Systems: Web Design • Music Video Direction • Client Onboarding Systems • AI Workflow Integration

Tools: Adobe Creative Cloud • Claude • ChatGPT • WordPress • cPanel • Notion • Stripe

Professional Experience

Creative Director 2025 - Present

SBVRS, LLC. | Fort Worth, TX

- Lead creative direction for branding, web design, marketing collateral, and music video projects from intake through final delivery, including 3 music videos directed for 2 clients in 2026.
- Designed and launched 3 websites, including custom WordPress themes and plugins.
- Optimized creative workflows with AI, routing first drafts and bulk summaries to Nexus AI, a local AI application built in-house, and reserving cloud AI for final review.

Designer and Developer 2026 - Present

Gydlyne (in beta)

- Built Gydlyne, a web platform that lets designers publish live, shareable brand guideline hubs in place of static PDFs.
- Designed the front and backend, hub templates and integrated Stripe billing with monthly and yearly plans.

Senior Graphic Designer / Creative Lead 2020 - 2024

Subverse Multimedia | Fort Worth, TX

- Led cross-functional teams of designers, copywriters, videographers that built brand identities for 35+ recording artists and entrepreneurs and increased sales by 14%.
- Produced nationally targeted visuals for e-commerce and retail campaigns, driving a 20% rise in web traffic, a 25% rise in site traffic, and a 34% increase in sales.

Graphic Designer / Brand Strategist 2015 - 2020

Premier Live Experience | Fort Worth, TX

- Developed social media campaigns for the Nipsey Hussle and Eric B & Rakim reunion, increasing engagement by 27% and ticket sales by 19%.
- Ran platform-specific ad campaigns on Facebook, Instagram, and TikTok, driving a 43% increase in brand recognition and a 51% boost in web traffic for venues such as House of Blues in Dallas and Houston.
- Pitched creative concepts that secured new partnerships, raising brand awareness by 31% and sales by 10%.

Education

Academy of Art University

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

Tarrant County College

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