



DIEGO JAVIER RIOBO

GRAPHIC DESIGNER & BRAND STRATEGIST

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PROFILE

Brand and Graphic Designer with 20+ years of experience in the graphic design industry.

Extensive experience building scalable and effective brand strategies including naming, messaging, positioning, choice architecture and behavioral economics.

Specialized in (re)branding projects, where vast knowledge of logo design, marketing and persuasive writing can be applied.

CORE SKILLS

- Bi-Lingual Marketing Professional (English and Spanish, both fluently).
- Strong visual ID and logo design skills. Web Design and Print solutions.
- Advanced graphic design skills using Adobe Creative suite.
- Well-executed, persuasive and smart creative solutions based on marketing objectives.
- Translate marketing strategies into appropriate design recommendations, and develop concepts to support marketing goals.
- Contribute to the ideation process. Problem solver.
- Manage the brand and marketing strategy, messaging, and go-to-market planning.
- Creative problem-solving capabilities, with an entrepreneurial mindset to deliver out of the box ideas for growth.
- Brainstorm new and creative growth strategies.
- Develop strategic briefs for campaign launch.
- Strong sense of storytelling framework and customer journey mapping.
- Outstanding communication skills; strong listening ability with creative and analytical skills.
- Hungry, competitive, passionate self-starter with great attention to detail.

LATEST WORK EXPERIENCE

BRAND MANAGER at ZochNet (Texas, USA.) - Jan 2004 – Present

Reference: Robert Zoch III (Founder) robert@zochnet.com

- Conceive, develop and present concepts, designs and strategies.
- Logo design, brand guidelines.
- Print design derivables.
- Design and Manage the website.
- Design brand experiences and campaigns that tell the storybrand.

NATIONAL EDUCATION

- **GRAPHIC DESIGNER** College Degree (Universidad de Palermo)
- **BRAND DESIGNER** Master Degree (Universidad de Palermo)

INTERNATIONAL EDUCATION

- **PROJECT MANAGEMENT CERTIFICATE** (Google)
- **USER EXPERIENCE (UX) CERTIFICATE** (Google)
- **DESIGN THINKING** (The Interaction Design Foundation)
- **SERVICE DESIGN** (The Interaction Design Foundation)
- **CREATIVITY METHODS** (The Interaction Design Foundation)
- **DESIGN-LED STRATEGY** (The University of Sydney)
- **BEHAVIOURAL ECONOMICS** (Ogilvy Consulting)
- **BEHAVIOURAL SCIENCE FOR BRANDS** (Richard Shotton)
- **APPLIED BEHAVIOURAL SCIENCE** (Rory Sutherland)
- **BEHAVIOURAL ECONOMICS IN ACTION** (University of Toronto)
- **BRAND MANAGEMENT** (London Business School)
- **CONSUMER NEUROSCIENCE** (Copenhagen Business School)
- **CREATIVE THINKING** (Imperial College London)
- **UX DESIGN** (The New School Parsons)
- **SOCIAL MEDIA** (Ogilvy)
- **DIGITAL MARKETING** (Cannes Lions School of Creativity)
- **CREATIVE THINKING** (Cannes Lions)
- **CREATIVE EFFECTIVENESS** (Cannes Lions School of Creativity)
- **INNOVATION** (Brian Millar)
- **COPYWRITING** (LIONS: Steve Harrison & Vikki Ross)
- **MARKETING STRATEGY** (Cannes Lions School of Creativity)
- **STORYTELLING** (Cannes Lions)
- **LEADERSHIP & TEAMS** (Caspar Craven)
- **FINTECH** (BARCLAYS: Lubaina Manji)
- **CREATIVE LEADERSHIP** (Cannes Lions)
- **SERVICE DESIGN** (Thomas Cornwall)
- **PROBLEM SOLVING** (Stevyn Colgan)
- **INTRAPRENEURSHIP** (Nicole Yershon)
- **GOODVERTISING** (Lions School of Creativity)