

Experience

JUN 2022 - PRESENT
REMOTE

Brand Design Manager, Brand & Corporate Marketing
TELEVISAUNIVISION INC.

Lead the development and execution of TelevisaUnivision's visual strategy, blending creative leadership with hands-on design expertise. Define and oversee the brand design strategy to ensure consistency and impact across all communication channels. Direct and mentor a multidisciplinary design team, fostering innovation, collaboration, and excellence across visual identity, marketing, web design, print, and experiential design. Contribute to the creation of multi-platform campaigns spanning digital, web, social, radio, and event marketing. Establish quality standards within the Brand & Corporate Marketing team, ensuring all projects align with and elevate the brand's vision while effectively engaging a diverse audience. Spearhead select global creative projects, managing them from concept to execution.

Position highlights: Televisa and Univision's merger brand development and visual identity for both U.S. and Mexican markets, Univision Upfront Events, Latino Majority Makers advocacy voting campaign, Hispanic Heritage Month Campaign.

JULY 2019 - JUNE 2022
MIAMI, FL & REMOTE

Sr. Graphic Designer, Corporate & 360° Marketing
UNIVISION COMMUNICATIONS INC.

Serve as the design lead for sales proposals and high-profile event presentations, ensuring compelling and visually cohesive materials. Collaborate with the Corporate Marketing team to analyze market trends and develop strategies to effectively engage consumers. Lead branding efforts and creative marketing across multiple platforms, including social media, digital campaigns, out-of-home (OOH), and activations, ensuring alignment with content strategies. Supervise intermediate and junior designer(s) in the creation of brand guidelines, toolkits, and marketing materials. Support team growth by working closely with the Assistant Art Director to refine processes, improve workflow efficiency, and enhance reporting structures.

Position highlights: 2020 New year's Campaign, Target & POPSugar collaboration with Univision's Podcast "Juntos We Shine."

JAN 2018 - DEC 2019
MIAMI, FL

Graphic Designer, Corporate Marketing
UNIVISION COMMUNICATIONS INC.

Collaborated and occasionally lead brand development for new intellectual properties. Efficiently support and manage client communication, approval process, project expectations, and timelines. Collaborate with executive leadership to develop impactful new business proposals. Created high-impact visuals and keynote for Upfront. Managed corporate brand identity systems and toolkits enabling seamless execution across local markets.

Position highlights: International Women's Day Campaign, Univision's Corporate website revamp and the development of brand guidelines.

MAY 2017 - JAN 2018
MIAMI, FL

Jr. Graphic Designer, Corporate Marketing
UNIVISION COMMUNICATIONS INC.

Assist in the development of brand ecosystems, demonstrating systematic thinking and versatile design styles. Support Senior Designers and Marketing Director with all campaign projects from the concept ideation to implementations. Work closely with the Events Marketing and Enterprise teams on various activations and experiential events for clients like McDonald's, T-Mobile, CHI, etc.

Position highlights: "Premios Juventud" and "Despierta América" Breakfast with the Stars branding and environmental design.

JUN 2014 - FEB 2016
MIAMI, FL

Lead Graphic Designer
Reality Boost · ShopLive

Assisted on the development and execution of wireframes for mobile applications. Regularly liaised with the technology team to ensure experiences for deep consumer engagement and proximity marketing.

Education + Certifications

MIAMI, FL

Miami International University of Art and Design (MIU)
BACHELOR OF FINE ARTS, GRAPHIC DESIGN
Honor Roll: Dean's List | Best Portfolio Award

MIAMI, FL

Nova Southeastern University
MANAGEMENT

MIAMI, FL

Miami Ad School
MOTION GRAPHICS



TIFFANY CAMPOS

BRANDING & DESIGN

AUSTIN, TX
CALL 786.217.4742
EMAIL hello@tiffanycampos.com
PORTFOLIO www.Tiffanycampos.com

Personal Summary

Creative leader with nearly a decade of experience shaping award-winning 360° campaigns across digital, social, OOH, radio, linear, and live events. Passionate about branding, B2B marketing, and the US Hispanic market. As a hands-on leader, I inspire and mentor teams to push creative boundaries while ensuring brand excellence in a fast-paced global media landscape. I am Bilingual and bicultural and thrive in crafting compelling visual strategies that resonate with diverse audiences.

Enthusiastic member of the steering committee for eMERGE, TelevisaUnivision youngest professional impact group.

Expertise

- ART DIRECTION
- 360° CAMPAIGNS
- BRAND STRATEGY
- PROJECT MANAGEMENT
- TEAM MANAGEMENT
- CULTURAL RELEVANCE

Languages

ENGLISH
SPANISH

Honor + Awards

G.E.M.A Award | 2024
Creative Direction - Holiday Campaign: Bronze

Telly Awards
2024 | 2023 | 2022 | 2021 | 2020 | 2019
6 Golds | 12 Silvers | 8 Bronze

Experience Design & Tech. Award | 2020
Stage Design: Bronze

Shorty Awards Finalists | 2020
Univision - Confronting Racism in the Latino Community

Cynopsis Award | 2017
Social Good: Gold