

EXPERIENCE

OCT 2025 - OCT 2026

AUSTIN, TX

STAFF EXPERIENCE DESIGNER, SHOWCASE DESIGN

VISA INC. | GLOBAL DESIGN

- Partnered with Product & Solutions and regional teams across North America and CEMEA to translate complex payment technologies into compelling customer experiences and strategic storytelling.
- Helped shape the creative vision for Visa Payments Forum, collaborating with global teams to develop immersive experiences in San Francisco and Paris that connected product innovation with Visa's broader brand narrative.
- Created storyboards, UI concepts, visual systems, illustrations, and motion ready creative that connected complex product strategies with clear and engaging storytelling.
- Collaborated across Product, UX, Motion Design, Content Studio, and executive stakeholders to shape experience structure, visual hierarchy, messaging, and narrative from concept through final delivery.
- Integrated AI enabled workflows into concept exploration, rapid prototyping, and visual development across multiple strategic initiatives.

JUN 2022 - SEPT 2025

REMOTE

BRAND DESIGN MANAGER, BRAND & CORP MARKETING

TELEVISAUNIVISION INC.

- Led art direction and integrated creative for culturally relevant campaigns across social, digital, broadcast, print, and experiential platforms.
- Translated marketing strategy, audience insights, and cultural moments into compelling campaign concepts and cohesive visual storytelling.
- Directed and mentored a team of six designers and collaborated with three freelance creative partners, providing art direction and ensuring creative quality across deliverables.
- Developed visual identities, campaign assets, brand guidelines, and scalable creative toolkits to maintain consistency across platforms and audiences.
- Led creative execution for flagship brand initiatives including TelevisaUnivision Upfront, Hispanic Heritage Month, and Latino Majority Makers.

JAN 2020 - JUNE 2022

MIAMI, FL & REMOTE

SR. GRAPHIC DESIGNER, CORPORATE & 360° MARKETING

UNIVISION COMMUNICATIONS INC.

- Developed creative concepts and visual narratives for integrated campaigns across social, digital, out-of-home, experiential, and branded content.
- Partnered with Corporate Marketing to translate audience insights and cultural trends into engaging campaign creative.
- Designed social and digital assets that extended campaign concepts across platforms while maintaining a cohesive visual identity.
- Supervised and mentored designers, providing creative direction and supporting the development of campaign assets and brand guidelines.
- Contributed to award-winning campaigns including Feliz 2020, Por Ellas Mother's Day, and the Target x POPSUGAR collaboration for Univision's Juntos We Shine podcast.

JAN 2018 - DEC 2019

MIAMI, FL

GRAPHIC DESIGNER, CORPORATE MARKETING

UNIVISION COMMUNICATIONS INC.

- Designed branding, marketing campaigns, and executive presentations for corporate initiatives.
- Contributed to enterprise brand systems, corporate website redesign, and new business proposals.

EDUCATION + CERTIFICATIONS

MIAMI, FL

MIAMI INTERNATIONAL UNIVERSITY OF ART & 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

AUSTIN, TX

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CREATIVE DIRECTION |

BRAND & DIGITAL EXPERIENCES

Creating culture-driven brands and campaigns through bold art direction, visual storytelling, and integrated experiences.

ABOUT

Creative leader with 11+ years of experience shaping brand identities, digital experiences, and integrated campaigns for global brands across technology, media, and entertainment. Experienced in leading multidisciplinary creative teams, translating complex ideas into compelling visual experiences, and delivering cohesive design solutions across digital, experiential, and marketing touchpoints.

CORE EXPERTISE

Creative Direction • Art Direction • Digital Experiences • Brand Identity & Systems • Visual Storytelling • Creative Team Leadership • Cross-Functional Collaboration • Integrated Campaigns • Experience Design • Concept Development • Social & Digital Creative • Experiential Design

LANGUAGES

ENGLISH ●●●●●●●●●●

SPANISH ●●●●●●●●●●

HONORS + AWARDS

G.E.M.A. Award — Bronze (2024)

Creative Direction - Holiday Campaign: Bronze

Telly Awards

6X Gold | 12X Silvers | 8X Bronze

Experience Design & Technology Award

Stage Design: Bronze

Shorty Awards — Finalist

Univision - Confronting Racism in the Latino Community

Cynopsis Award — Gold

Social Good: Gold