



# I AM MIROSLEIDYS PIRELA

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**PORTFOLIO LIVE**  
MIROSLEIDYSPIRELA.COM

Miami, FL

## AREAS OF EXPERTISE

VOD, SVOD, AVOD, OTT, and OOH Content  
Logos, Posters, Magazines & Newspaper,  
Stationery, Product Design, Marketing,  
Advertising, Project Management, Brand  
Development, Social Media Content  
Photo Editor, Art Director

## SOFTWARES

Proficient in Adobe programs:  
Adobe Creative Suite,  
Indesign, Photoshop, Illustrator,  
Adobe Digital Publishing Suite,  
After Effects, Powerpoint,  
Word, Excel, MAC Platform

## SOFT SKILLS

Organization, Teampayer,  
Creativity, Motivation & Management

## RECOGNITIONS

28 th **NATJA** Travel Media Awards,

### HONOURABLE MENTION: COVER PHOTO

Mateo Londoño Quijano,  
"Maluma en la intimidad"

feature in Nexos for American Airlines

### HONOURABLE MENTION: PORTRAIT, PEOPLE

Mateo Londoño Quijano,  
"Maluma en la intimidad"

feature in Nexos for American Airlines

### DISTINCTION: DESIGN / PHOTOGRAPHY

Cover design, Nexos for American Airlines

### FOLIO: EDDIE and OZZIE Awards

Best website in content marketing  
americanway.com

## EDUCATION

**JUN 2011 MIAMI INT. UNIVERSITY OF ART & DESIGN / Miami, FL**

Bachelor in Fine Arts, Graphic Design

**JUN 2004 MIAMI DADE COLLEGE / Miami, FL**

Associate in Arts, Graphic Design

## EXPERIENCE

**SEP 2021 TELEVISA UNIVISION / Miami, FL**

**JAN 2025 Motion Graphic Designer**

- Responsible for the efficient delivery of materials for allocated VOD platforms across specific markets, within agreed timelines and technical specifications.
- Create VOD, SVOD, AVOD, OTT, and OOH assets for our partners such as Apple Univision Now, ATT poster Verizon, ATT Uverse, Direct TV, Gracenote, Verizon etc.
- Reproducing and adapting existing key art for all affiliates networks Univision, Unimas, Galavision and VIX. Work simultaneously with the art department colleagues and cross-functionally with other members of Social media.
- Helped directly with the OOH Campaign Launch for VIX as an Associate Designer and contributed to the achievement of one of the biggest strategic goals for TelevisaUnivision.

**MAY 2018 INK - WE ARE TRAVEL MEDIA / Miami, FL**

**DEC 2020 Art Director**

- Art directed/design all creative for NEXOS magazine American Airlines largest inflight publication in Spanish & Portuguese.
- Responsible for organizing and coordinating logistics international photoshoots with A-list celebs. In addition to hire within budget top photographers, make-up/hair, fashion stylists, illustrators and being the liaison with celebs' publicists.
- Worked closely with editors on planning magazines for AA and americanway.com

**NOV 2013 TELEVISA / Miami, FL**

**MAY 2018 Art Director**

- Prepared and organized TVyNovelas USA magazine layouts.
- Managed workflow between editorial to pre-press including creative management and press checks for the design department.
- Coordinated and created inspirational mood boards for celebrities' photo shoots execution from conceptual visual direction to final production. Estrellas de Verano & Divinas y Humanas special editions.
- Managed and produced creative content for all social media platforms accounts.

**OCT 2011 IVIE THE MARKETING COMPANY / Miami, FL**

**AUG 2013 Advertising Production Designer / Client Services Coordinator**

- Manged direct client contact and overall coordination for creative production of projects assigned by the client (Navarro Pharmacies).
- Communicated the details of the process to corporate services, prepared media and other departments. Supervised and facilitated projects flow, deadlines, marketing planning, execution and reporting. Also designed collateral designs for pharmacies signage department stores.
- Responsible for knowing and meeting all timelines and due dates.

**MAR 2007 TELEVISA / Miami, FL**

**OCT 2011 Assistant Art Director**

- Controlled and gave daily support to the Art Director.
- Kept constant awareness of any material coming from Hearst headquarter.
- Prepared and organize layouts design for Cosmopolitan magazine created in-house for all US/Cont. issues as well as for the Mexico issues.
- Created illustrations and retouching images for the issue in use.