



Víctor Véliz

Graphic Designer & Art Director

Professional Profile

Graphic designer with over 10 years of experience in digital design and creative project development. Specialized in art direction, illustration, and software design. Passionate about creating video games and delivering innovative visual solutions that stand out. Extensive experience leading multidisciplinary teams and collaborating remotely with international companies.



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Santiago, Chile

Personal Data

NAME

Víctor Manuel Véliz Gutiérrez

AGE

37 years

CHILEAN ID

17.102.911-2

NATIONALITY

Chilean

MARITAL STATUS

Single

ADDRESS

Vergara 661, Apt 410, Santiago

Educación

HIGHER EDUCATION

2009 — 2015

Bachelor's Degree in Design, Graphic Specialization. Universidad Diego Portales.

Skills

PROJECT MANAGEMENT

- **Project Manager:** Direct communication with clients from the initial request stage, including budget proposals, Gantt planning, meeting reports, project execution, deliverables, and follow-up.
- **SCRUM Master:** Coordination of both on-site and remote teams, as well as productivity tracking using the SCRUM agile methodology as SCRUM Master for teams of 4 to 8 members. The coordination tools I am most familiar with are [Jira](#), [Trello](#), [Slack](#), [Notion](#), [Discord](#), and [Todoist](#).
- **G Suite:** Use of Google's suite to manage shared files with both clients and development teams through [Google Drive](#), [Sheets](#), [Presentations](#), and [Docs](#), as well as scheduling and conducting meetings using [Google Calendar](#) and [Google Meet](#).
- **Microsoft 365 Copilot:** Creation of presentations, data analysis, and workflow optimization using [Word](#), [Excel](#), [PowerPoint](#), [Outlook](#), and [Teams](#).

DESIGN SOFTWARE

- **Adobe Creative Suite:** Advanced proficiency in [Photoshop](#) and [Illustrator](#) for visual identity conceptualization, visual briefing for design teams, and the creation of final assets and graphic pieces for both digital and print media. Use of [InDesign](#) for corporate brochures, brand guidelines, magazines, and annual reports. Creation of corporate videos using [After Effects](#), [Premiere](#), and [Media Encoder](#).
- **Figma:** Advanced proficiency in interface design, component creation and management, and the development of semi-functional prototypes for apps, productivity platforms, and websites.
- **WordPress:** Main tool used for website development, building websites with Elementor using templates or from scratch, including CSS customization for advanced styling.
- **IsEazy:** Course creation platforms using SCORM 1.2 and 2004 standards.

Languages

SPANISH

Native

ENGLISH

Intermediate

Work Experience

METRIK — ART DIRECTOR

2013 — 2025

Graphic Interface Design and Development for Software and Mobile Applications

- Designed and developed visual interfaces for software platforms and mobile applications. Worked on the visual direction and UI design of gamified applications using augmented reality, intranet platforms for clients such as ANID, and a modular productivity management platform for companies across multiple industries.

Online Course Design and Development for Corporate Training

- Created e-learning courses for companies such as Ariztía and Construmart, focused on employee training related to new regulations, workplace standards, and inclusion initiatives.

Corporate Website Design and Development

- Designed and developed websites tailored to the needs of companies and institutions, prioritizing usability, corporate visual identity, user experience, scalability, and cross-platform support.

Branding and Graphic Design for Digital and Print Media

- Developed visual identities and communication materials for internal and external campaigns, including printed assets, social media graphics, and digital promotional materials.

Creative Team Leadership

- Led multidisciplinary teams of designers and developers, ensuring project quality, deadline compliance, and alignment with clients' strategic objectives.

HEUREKA — ART DIRECTOR

2015 — 2018

Brand Identity and Graphic Standards Development

- Created visual identities from scratch, including brand guidelines applicable to both print and digital media, ensuring consistency across all corporate communications.

Photography, Design, and Production of the Scientific Magazine "Rostros del Conocimiento"

- Handled art direction, photography, and editorial layout for the publication, balancing strong visual presentation with clarity in scientific communication.

Illustration and Promotional Graphic Design

- Created custom visual materials including posters, banners, social media assets, presentations, and institutional brochures.

FUNBARI DESIGN — ART DIRECTOR & CO-FOUNDER

2021 — 2025

Project Manager and Team Lead for Web Development and Branding Projects

- Led creative and technical teams on projects focused mainly on web development and brand identity design for clients including Universidad de Chile, BEIC, and Ser Propietario. Managed timelines, deliverables, and client communication to ensure high-impact results.

Self-Managed Website Design and Development

- Designed and developed websites using content management systems, allowing clients to independently maintain and update their platforms. Focused on usability, responsive design, and alignment with each brand's visual identity.





Coordination and Design of Visual Identity, Communication Materials, and Website

- As coordinator of the Ciencia 2030 project, I led the creation of the corporate identity and institutional graphic design for a strategic interfaculty initiative focused on the future of science toward the year 2030. Developed a complete brand guideline system including faculty-adapted logos, typography, color palettes, and application standards for both print and digital media.

Main deliverables included folders, diagrams, email signatures, letterheads, presentation templates, and social media assets, ensuring visual consistency across all platforms. I also coordinated the implementation of the website ciencia2030.uchile.cl, designed as a hub for events, publications, and educational content.

One of the main challenges was creating a brand that maintained a connection with Universidad de Chile's identity while still developing a recognizable and flexible personality of its own. The final solution centered around a simple and memorable symbol that continues to support the project's communication to this day.

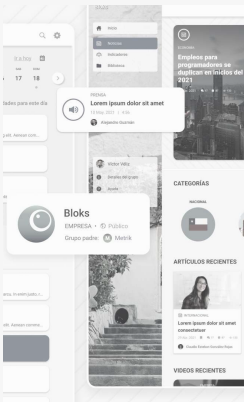
BLOKS, METRIK

Web Platform for Workflow Optimization and Community Management

- Contributed to the development of Bloks from its early stages, participating in both brand creation and platform design. The goal was to build a flexible tool capable of streamlining workflows and optimizing community management for clients across multiple industries.

We designed a friendly visual identity based on colors and shapes that communicated trust and ease of use, helping users navigate large amounts of information without feeling overwhelmed. This philosophy extended into the interface design, which was built using modern design systems, intuitive navigation, and responsive layouts for desktop and mobile devices.

The main challenge was creating a modular interface capable of supporting multiple tools, the "Bloks modules", while adapting to specific client requests and evolving functionality needs. The solution was a clean, visually guided system that allowed customization without sacrificing consistency. Today, Bloks continues to evolve as a flexible platform used by a wide range of organizations.



REVISTA HÉURĒKA: ROSTROS DEL CONOCIMIENTO, HÉURĒKA

Editorial and Visual Design for a National Scientific Magazine

- Led the editorial and visual design of Héurēka: Rostros del Conocimiento, a scientific magazine aimed at bringing the stories of prominent Chilean researchers closer to the general public. Each edition featured in-depth profiles highlighting their careers, achievements, and impact on society.

The project included the development of a strong and cohesive visual identity capable of supporting an engaging and accessible editorial line. Additional materials such as brochures, presentations, banners, promotional assets, and a complete brand guideline manual were also produced to ensure consistency across all communication pieces.

One of the main challenges was creating a recognizable brand that matched the prestige of the featured scientists and their contributions, while also dealing with tight production schedules and coordination challenges. The final proposal embraced a minimalist visual approach using geometric forms and simple graphic resources to communicate both seriousness and modernity, helping position the magazine as an effective bridge between scientific knowledge and society.

