



Jorge Medina

ART DIRECTOR

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EXPERIENCE OVERVIEW

Jorge has 12+ years of experience in graphic design, branding and concept development, for both public and private sectors. He specializes in art direction, editorial design and digital strategy. As a project manager, he leads the creative team in creating and developing ad campaigns and strategies for several brands and projects.

Jorge has a keen eye to identify communication needs of a brand or institution, he then provides effective and powerful solutions on an absolute command of tools and graphic language. For many years, he has been involved in projects related to public institutions in Mexico, including the television channel of the University of Guadalajara.

In OS, he is engaged in creative management. He has been in charge of the graphic campaign for the Harvey Recovery Program of Harris County. In addition, he has supervised the visual communication for the Fort Bend County Census 2020, always committed to find the best alternatives for the visual communication needs of each project.

RELEVANT WORK EXPERIENCE

- **Canal 44 / Universidad de Guadalajara** | January 2010 – March 2020

Senior designer responsible for the branding of the TV channel of the University of Guadalajara. During that period, Jorge developed advertising campaigns, digital contents and created the visual concept for the International Television Forum, TVMorfosis, among several other tv series branding.

- **Cream Magazine** | January 2012 – Present

Creative Director of a printed magazine about Mexican talent in arts, fashion, photography, cinema, music and agents of change, based in Guadalajara. Responsible for concept and editorial design. Along its 40 editions, Jorge has helped positioning Cream as one of the most important indie publications in Mexico.

- **Project Recovery Harvey** | June 2020 – Present

Developed the graphic communication strategy for the Post Disaster Relocation and Buyout Program, responsible for maintaining graphic coherence and communicative clarity for the project.

- **Fort Bend County Census** | 2020 June 2020 – Present

Managed the graphic design team so the project could increase its communicational efficiency by creating a solid visual identity that allows the messages to be transmitted properly.