MAITE ESCOBAR

BRAND DESIGNER I ART DIRECTOR

Miami, FL (Relocating to Austin, TX)
404-452-1158
www.maiteescobar.com
English (Fluent) | Spanish (Native)

★ RECOGNITIONS

- Lead of Ladies, Wine and Design Miami
- Future Latin Leaders scholarship by ASEG (Association of Ecuadorians in Georgia)
- Selected participant, Ecuador Poster Bienal (International showcase in Ecuador and China)

PROFESSIONAL SUMARY

Brand Designer with an M.A. in Advertising and international experience developing integrated campaigns, brand identities, and strategic creative across digital and print platforms. Experienced in concept development, visual storytelling, and cross-functional collaboration. Background includes agency work, real estate marketing, and hospitality branding.

EXPERIENCE

Senior Graphic Designer
Habitat Group | Miami, FL | 2025–Present

- Creative for Habitat Collection, Smart Brickell Hotel, Abitaro, and Habitat Immigration, developing integrated marketing across print, digital, social, and investor materials.
- Design the app and website for Abitaro, a real estate co-ownership program, translating its business model into a clear, user-friendly digital experience.
- Collaborate on campaign concepts, scripts, and art direction while ensuring brand consistency across all touchpoints.

Freelance Creative Designer
Costa Coffee (Coca-Cola) | 2024

- Designed promotional materials and packaging supporting brand visibility and retail marketing.

Community Manager
Showbit Content House | 2019

- Manage social media for Multicines on Meta, scheduling content and engaging audiences.
- Support video production and premiere coverage, increasing video traffic by 20%.

Graphic Designer
TBM Digital Agency | 2018

- Developed rebranding and advertising campaigns for multiple clients, contributing to the acquisition of four new accounts in six months.
- Designed print materials, including billboards, brochures, and packaging, for Las Alitas del Cadillac.

EDUCATION

M.A. in Advertising (2024)
Savannah College of Art and Design (SCAD)

Engineering in Graphic Design (2018)
UTE (Universidad Tecnológica Equinoccial)

SKILLS

Art Direction
Brand Identity
Creative Strategy
Campaign Development
App & Web Design
Digital & Print Design
Video & Content Direction
Photography
Illustration

SOFTWARES

- Adobe creative suite (Photoshop, Illustrator, InDesign, After
. Effects, Premier, Firefly, Express)
- Figma
- Wix
- MS Office