



ENRIQUE LÉON

## Senior Graphic Designer, Brand Identity & Digital Design Specialist

Strategic, creative, and results-oriented, with 15 years of experience creating award-winning campaigns, brand identities, and websites. I specialize in transforming complex objectives into visually powerful and emotionally impactful design experiences that drive action.

With a keen attention to detail and storytelling, I bring brand identities to life across print and digital platforms, creating cohesive visual systems, compelling designs, presentations, and impeccable brand assets. I also excel in collaborative environments, leading projects from start to finish, guiding other designers and clients from discovery and conception to launch, all with a personalized and hands-on approach.

[Full Resume](#)

[Linkedin](#)

English C2  
Spanish Native

Graphic Design  
Website Design  
Brand Development  
Art Direction  
Team Leadership  
UX/UI

Photoshop



Illustrator



InDesign



Premiere



After Effects



Figma



Canva



Office Suite



Keynote





Congressional  
Black Caucus  
**Foundation**

FROM **VISION**  
TO **VICTORY**

AMPLIFYING BLACK VOICES

**SEPTEMBER 11 – 15, 2024**  
WALTER E. WASHINGTON  
CONVENTION CENTER

PRESENTED BY **amazon**

ANNUAL LEGISLATIVE CONFERENCE

FROM **VISION**  
TO **VICTORY**

AMPLIFYING BLACK VOICES

**ALC 53**

SEPTMBER 11 - 15, 2024  
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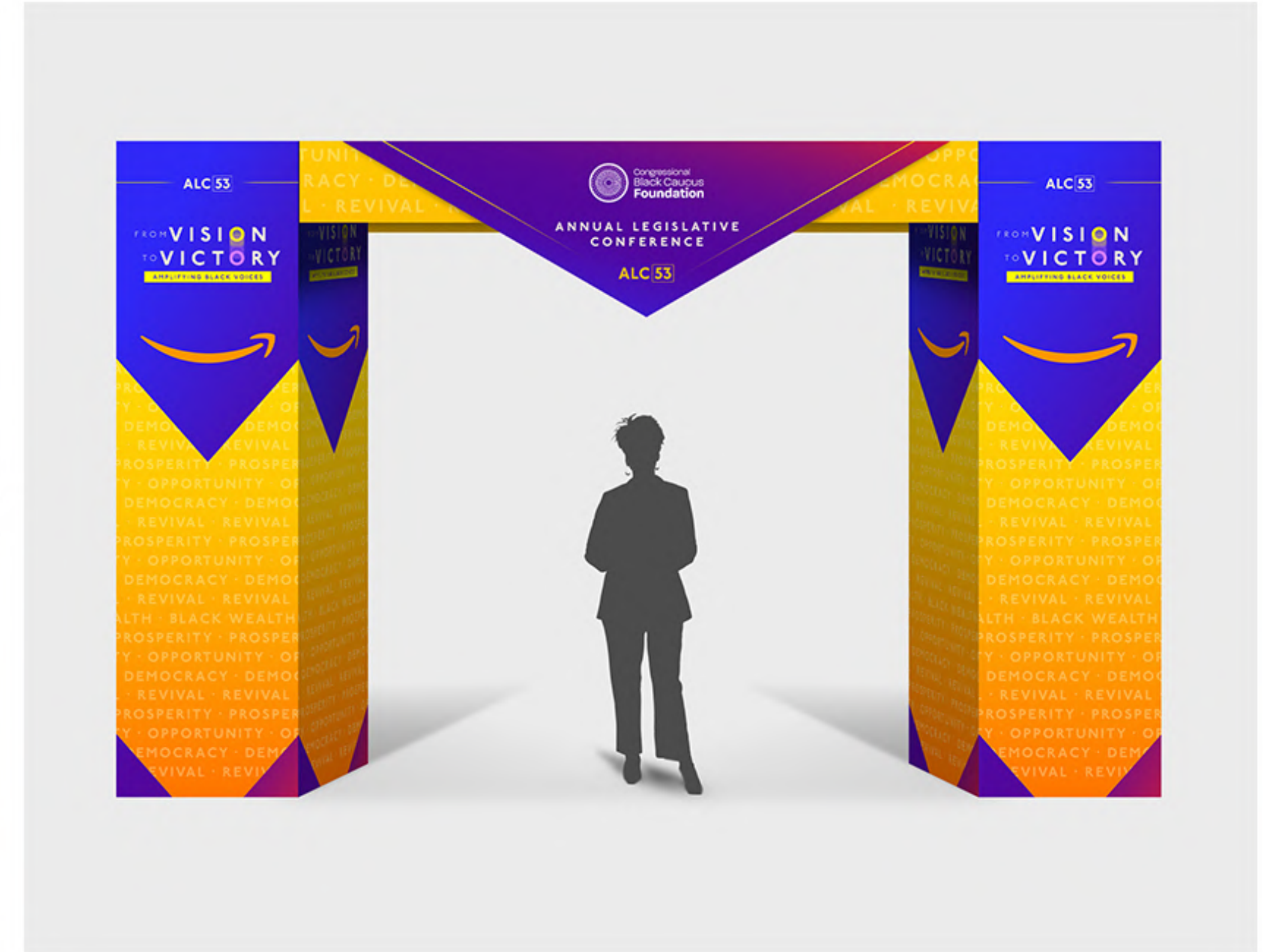
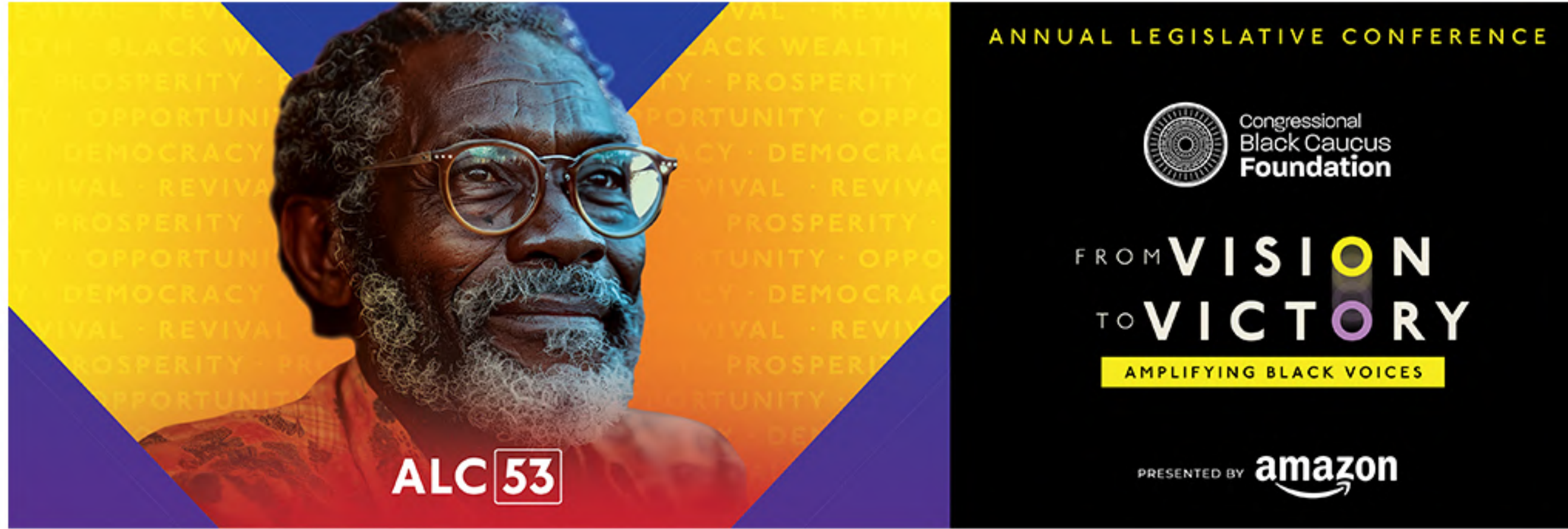
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**ALC 53**

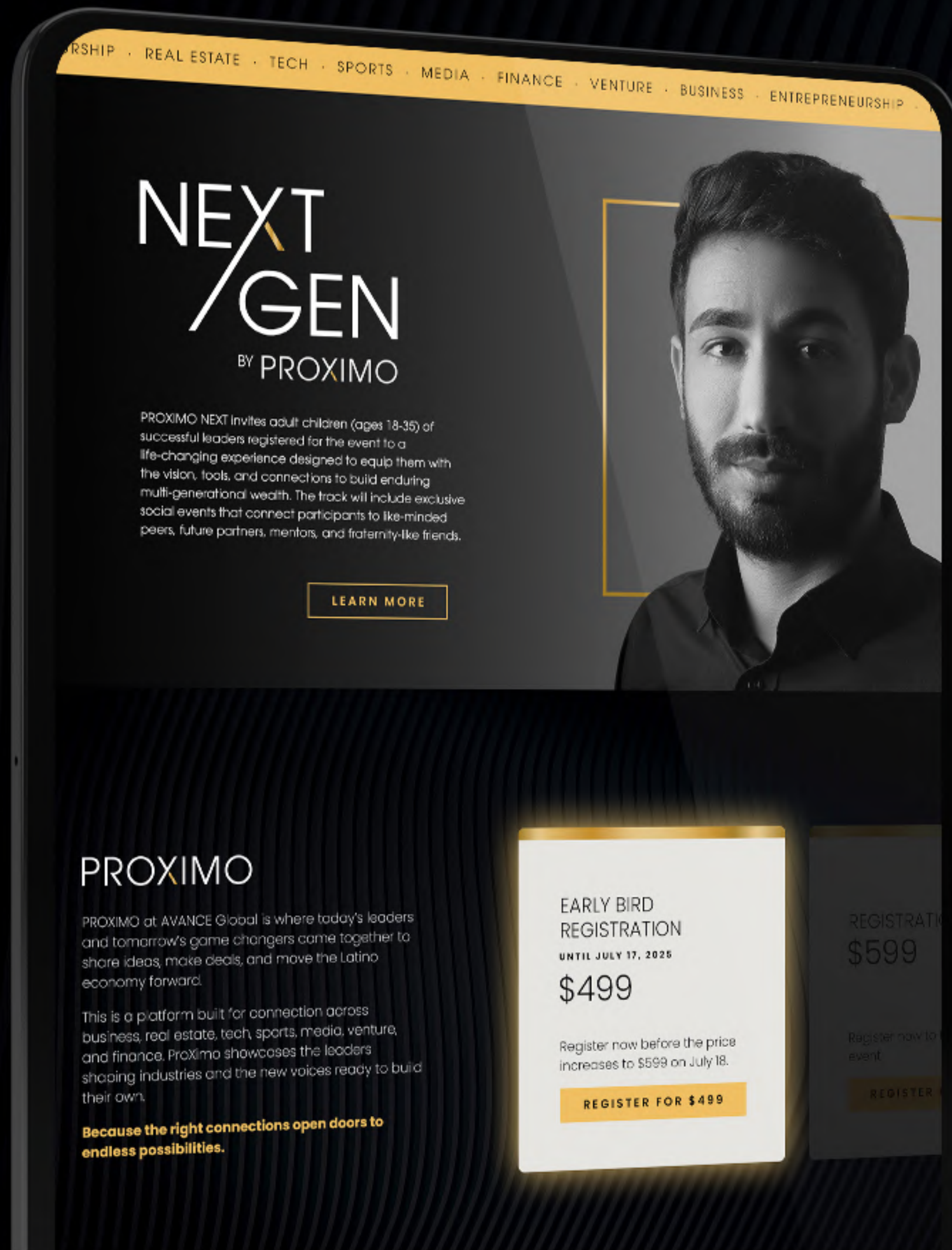
SEPTMBER 11 - 15, 2024  
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CONVENTION CENTER

PRESENTED BY **amazon**



Building on the logo and visual universe I created, the branding came to life across every detail — from digital advertising and social media campaigns to print materials and large-scale, on-site event decorations. The powerful, cohesive visuals and strategic application not only elevated the conference's presence but also helped drive record attendance and fostered significant positive engagement among attendees. Dive deeper into the atmosphere and scope of this highly successful event by watching the video summary!

[Watch the Video](#)



# PROXIMO

## AT AVANCE GLOBAL

### PROXIMO at Avance Global

I developed the full branding for “Proximo,” a premier conference uniting current and next-generation Latino leaders and entrepreneurs in the US. This project involved comprehensive visual strategy, full website design, social media assets, and guiding the team through the mobile application development—including the Digital ID system—to deliver a seamless, high-end event experience.



The AVANCE app is your essential tool for navigating the event and engaging with our community.

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and unlock your full AVANCE potential!

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Welcome to AVANCE  
Jaimie

WELCOME TO YOUR  
**Digital ID**

Now more than ever, your Digital ID makes it easy to connect, chat, and grow your network. Instantly and securely, with just a scan.

65787653  
DIGITAL ID NUMBER

COMPLETE YOUR PROFILE

**PROXIMO**  
presented by  
**AVANCE**

PLAY VIDEO

**saitō**<sup>®</sup>  
NOODLE BAR



**tangled  
fresher  
& tastier**<sup>®</sup>

saitō NOODLE BAR

Inicio Nosotros Menú Contacto f i

# tangled fresher & tastier

Reunimos los mejores noodles y los más divertidos, que te transportarán a Japón y China con sus sabores auténticos y texturas diferentes.

Conoce nuestro menú

Uber Eats, DoorDash, GrubHub

Realiza tu pedido

222.310.77.20



## Disfruta la comida oriental

• 🇨🇳 China, 🇯🇵 Japón y 🇹🇼 Tailandia

¡Nuestra comida es tan fresca que prácticamente salta de nuestros Woks a nuestras cajas!

¡Nuestros fideos y coberturas siempre están disponibles para ti, inspirados en el wok y con nuestro auténtico Ramen, te encantará vivir la experiencia!

Fideos nutritivos, pollo jugoso, carne de res en su punto y camarones perfectos, cocinados con verduras frescos y salsas excelentes.

Uber Eats, DoorDash, GrubHub

Realiza tu pedido




**DISFRUTA CON CONCIENCIA**  
Nuestros empaques biodegradables mantienen tu comida fresca que mantiene la temperatura adecuada para que disfrutes tus alimentos mientras cuidamos juntos de nuestro planeta.

**SABORES ORIGINALES**  
Deléitate con nuestros platos 100% orientales, hechos con productos importados de China, Japón y Tailandia, garantizando una experiencia culinaria asiática, que evoca la cultura en cada bocado.

**DE LO PRÁCTICO A LO SUBLIME, TENEMOS TODO**  
Con una oferta de ramen auténtico japonés, opciones para crear tu wok completamente a tu gusto y personalizado, platos chinos y tailandeses tradicionales, una selección de sakes para que hagas un maridaje perfecto y cervezas asiáticas perfectas para que hagan match con tu comida.

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新藤

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221.432.8299




agua sabor

# mojito

新藤

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# Noodles to go!

saitō NOODLE BAR

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新藤









**WE CAN'T WAIT**

**STAND  
AGAINST  
RACISM**

**STAND  
AGAINST  
RACISM**



ywca 8hrs

# STAND AGAINST RACISM

STAND AGAINST RACISM  
eliminating racism  
empowering women  
ywca

**WE CAN'T WAIT**

FROM APRIL 28  
TO MAY 1, 2022.

[standagainstracism.org](https://standagainstracism.org)

Write a message ...



## STAND AGAINST RACISM

JOIN THE CHALLENGE

Register at:  
[StandAgainstRacism.org](https://StandAgainstRacism.org)

**ywca**  
CHALLENGE

Download the app  
and get involved





VAL'QUIRICO®

# FESTIVAL IBÉRICO • 2026 •



CENTRO  
ECUESTRE  
VQ



Reinos de México





## SOLASE lawyers

For Solase, a Mexican law firm focused on social and human rights causes, I developed a distinct brand identity to separate them from traditional firms. This comprehensive project included logo creation, a memorable visual universe, corporate stationery, and website design. Also, through strategic branding consulting, I helped them articulate and visually champion their unique, humanitarian-driven approach to law.





## IWPR Branding Update

Building upon an existing logo, I developed a comprehensive visual universe and brand guidelines for the IWPR. This project provided the visual empowerment necessary to bring the brand to the next level. Deliverables included new graphic patterns, visuals for ads and social media, and a full set of corporate stationery, from business cards and letterheads to PowerPoint templates, ensuring a professional, consistent identity across all media.

**INSTITUTE FOR WOMEN'S POLICY RESEARCH**

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**INSTITUTE FOR WOMEN'S POLICY RESEARCH**

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**INSTITUTE FOR WOMEN'S POLICY RESEARCH**



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**INSTITUTE FOR WOMEN'S POLICY RESEARCH**






**20 | LULAC**  
**26 | Convention**  
Fort Worth, Texas

**Heritage.  
Power.  
Progress.**







## Red Feminista Atlixco

I delivered a full 360-degree branding initiative for the Red Feminista de Atlixco to achieve powerful and unique visibility. This comprehensive work included designing the new logo, a rich iconography system, and a distinctive visual universe. The resulting brand identity and marketing materials, which spanned merchandise and social campaigns, successfully armed the organization with a strong, unified, and memorable visual presence to amplify its voice.







**PROSports**  
DIGITAL

## ProSports Digital

For ProSports Digital, an agency focused on advancing the careers of college football stars, I delivered the full brand identity. This comprehensive project included logo creation, a high-impact visual universe, and complete website design. The identity, which was also applied to merchandise like t-shirts and caps, positioned the agency with a dynamic, professional image to attract and serve the next generation of athletes.



# thank you!

## Thanks for taking a moment to dive into my work.

Each project here tells part of my story — ideas turned into visuals, collaborations that grew into something meaningful. If any of it resonated with you, I'd love to connect, exchange ideas, or show you more of what I've been creating lately. You can reach me anytime. Inspiration is always better when it's shared.

*Let's create something remarkable together.*

[Send me an email](#)

[Visit my website](#)