



Enrique León

Portfolio →

Website →

leonbenavides.enrique@gmail.com

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

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.

JUN 2020 - PRESENT

Creative Director PlusThree

I've worked focusing on web design and branding for mission-driven clients. I've led cross-functional teams, overseen projects from concept to launch, and ensuring brand consistency. My role has involved from brand creation, website design, social-posts design, presentations, responsive design and applying UI/UX best practices, to working directly with clients, mentoring senior and junior designers, and pushing creative ideas forward to deliver impactful, purpose-driven work.

NOV 2013 - JUN 2020

Design Team Director Digizent

I led a talented team of designers while overseeing art direction, branding and website design for a variety of clients, working closely with them. From kick-off to launch, I managed everything from branding concepts from scratch to complete redesigns and updates—creating style guides, layouts, and prototypes, and ensuring smooth hand-offs to development. Managing a creative team, I helped foster a collaborative environment focused on high-quality design and strategic outcomes.

Senior Graphic Designer / Web/UX Designer Digizent

As a Senior Designer at Digizent, I led the design process for websites, branding, and email and social media campaigns, from conception to final delivery. I guided the creative direction of large-scale nonprofit campaigns, as well as the design of graphic assets, from print to post to video. My role also included reviewing and approving creative assets for production and ensuring smooth handoff to the development team.

APR 2011 - SEP 2013

Coordinator of Design and Institutional Image Instituto Suizo de Gastronomía y Hotelería ISU

Brand manager and graphic designer in the Marketing Department, working across print, promotional, and digital media. This included social media content, print promotional materials, and participation in the rebranding of one of the country's leading culinary universities.

2010 - 2011

Freelancer CREATIU

Collaboration on advertising proposals for CONAGUA, the largest Mexican drinking water supplier; and design of promotional materials for Volkswagen Mexico.

B.A. in Communications

Universidad Popular Autónoma del Estado de Puebla (UPAEP), 2004-2009

PUEBLA, MÉXICO