

HAMLET CABRERA

Senior Graphic Designer | Art Director | Brand Strategist
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PROFESSIONAL SUMMARY

Senior Graphic Designer and Art Director with 15+ years creating brand systems that scale and details that matter. Proven track record leading global campaigns (30+ properties, 6 countries) and high-impact experiential projects that drive measurable business results. Expert in translating complex business objectives into compelling visual narratives across digital, print, environmental, and motion channels.

Strategic designer who initiates, not just executes. Led Brookfield Properties' global ESG campaign from regional proposal to international brand standard, featured in 15+ industry publications. Designed experiential events achieving 92% attendance and 94% brand recall. Known for combining enterprise-level strategic thinking with obsessive attention to craft.

Core Expertise: Brand Identity Systems · Campaign Strategy & Execution · Environmental Graphics & Way-finding · Motion Graphics · Digital Design · Creative Direction · Stakeholder Management · AI-Enhanced Design Workflows

PROFESSIONAL EXPERIENCE

BROOKFIELD PROPERTIES — Washington, DC
Senior Graphic Designer / Art Director | 2018 – 2025

Strategic Leadership & Initiative

- Initiated and led global ESG sustainability campaign: from concept to deployment across 30+ properties in 6 countries (DC, NYC, Toronto, Seoul, Sydney, London), establishing Brookfield's visual standard for communicating 2030 Net-Zero commitments
- Created brand toolkit enabling international rollout: 120-page guidelines, asset libraries, regional adaptation frameworks, training workshops for global marketing teams
- Increased tour-to-lease conversion by 18%: through strategic environmental graphics and experiential storytelling at flagship properties including 200 Liberty Street NYC
- Featured in 15+ industry publications: (Commercial Observer, Bisnow, Metropolis Magazine) as sustainability branding case study

Campaign Design & Execution

- **Designed award-winning experiential events:** including Dealmakers broker appreciation series—custom sardine tin invitations achieved 92% attendance (vs. 70% average) and 94% sponsor recall 3 weeks post-event
- **Led 360° integrated campaigns:** across digital (email, social, web), print (brochures, signage, OOH), environmental (building graphics, way-finding), and motion (video, animation) touch points
- **Increased social media engagement 240% YoY:** through cohesive visual storytelling and motion graphics content
- **Managed \$500K+ annual creative budget:** across multiple properties, vendors, and campaign cycles

Brand & Environmental Design

- **Developed complete brand identities:** for 12+ mixed-use developments including Flourish Downtown, Victor Building, Silver Spring Metro Plaza
- **Designed environmental graphics systems:** at architectural scale: exterior monument signage, lobby installations, way-finding, experiential graphics spanning 520,000+ sq ft of commercial space
- **Collaborated with architects, fabricators, city planning:** to navigate building codes, material specifications, and installation logistics for large-scale branded environments
- **Created modular design systems:** enabling consistent brand expression while allowing regional customization across diverse property types and markets

Innovation & Technology Integration

- **Pioneered AR-enabled tour floor experiences:** using interactive graphics and mobile integration to showcase sustainability features and building systems
- **Integrated AI tools into creative workflow:** (Hedra-AI, Luma, Runway ML, Venice, Kling-AI, Claude-AI) improving concept development speed by 40% while maintaining creative quality
- **Developed motion graphics and animated content:** for digital campaigns, lobby screens, social media, and investor presentations
- **Implemented design systems thinking:** creating scalable templates and toolkits that reduced production time for recurring campaign types by 60%

CREATIVE CIRCLE — Washington, DC

Art Director / Senior Graphic Designer (Contract) | 2018 – 2021

- **Art directed brand campaigns:** for National Geographic Society, MDB Communications, and 10+ corporate clients across sectors
- **Designed responsive websites and digital ecosystems:** optimized for conversion, accessibility, and cross-platform performance
- **Created brand identity systems:** logos, color palettes, typography, guidelines for startups and established organizations undergoing rebrand
- **Developed social media visual strategies:** increasing client engagement rates average 35% across Instagram, LinkedIn, Facebook platforms

- Managed concurrent projects: for 5-8 clients simultaneously, balancing creative excellence with tight deadlines and evolving requirements

LONGWOOD MEDIA | XRHEALTH GROUP — Boston, MA (Remote)
Freelance Senior Creative / Art Director | 2016 – 2018

- Led creative direction for cross-platform campaigns: including Agora Mall (Dominican Republic's largest shopping center), National/Alamo Car Rental, Ruster Films
- Designed immersive digital experiences and experiential activations: combining physical environments with digital storytelling
- Produced websites, marketing collateral, and video content: ensuring visual consistency and strategic alignment across all touchpoints
- Collaborated with international teams: across time zones, managing stakeholder expectations and delivering projects on time and on budget

BACON STUDIO — Santo Domingo, Dominican Republic
Creative Director | 2010 – 2014

- Directed integrated campaigns: across print, digital, video, and experiential channels for retail, hospitality, and consumer brands
- Led photography and video production: art direction, location scouting, talent coordination, post-production oversight
- Mentored team of 5 junior designers and creatives: developing their skills in concept development, brand thinking, and execution excellence
- Pitched and won new business: through innovative campaign concepts that demonstrated clear ROI and brand impact
- Managed client relationships: translating business objectives into creative solutions that exceeded expectations

EDUCATION

European Institute of Positive Psychology — Barcelona, Spain
Advanced Degree, Applied Positive Psychology | 2021

Altos de Chavón School of Design — La Romana, Dominican Republic
M.A., Digital Design & 3D Animation | 2005

Universidad Nacional Pedro Henríquez Ureña (UNPHU) — Santo Domingo, DR
B.F.A., Graphic Design & Advertising | 2000

Additional Certification:

Filmmaking Program — One Race Film | 2012

CORE COMPETENCIES

Brand & Identity

- Brand Strategy & Positioning
- Visual Identity Systems
- Logo Design
- Brand Guidelines & Standards
- Rebranding & Brand Evolution
- Typography & Layout Systems

Campaign & Marketing

- Integrated Marketing Campaigns
- Art Direction
- Campaign Concepting & Strategy
- Email Marketing Design
- Social Media Creative
- Print & Collateral Design
- OOH & Large Format

Digital & Web

- Website Design & UX Collaboration
- Responsive Design
- Digital Campaign Assets
- E-commerce Design
- UI Design
- Interactive Experiences

Environmental & Experiential

- Environmental Graphics
- Wayfinding Systems
- Signage Design
- Branded Environments
- Experiential Activations
- Architectural-Scale Graphics

Motion & Video

- Motion Graphics
- Video Editing
- Social Media Video Content
- Explainer Videos
- Brand Films

Leadership & Strategy

- Creative Direction
- Cross-Functional Collaboration
- Project Management

- Team Mentorship
- Vendor Coordination

Innovation & Technology

- AI-Enhanced Design (Hedra-AI, Luma-AI, Venice-AI, ChatGPT, Claude-AI)
- AR/VR Experiences Concepts
- Design Systems Development
- Workflow Optimization
- Emerging Technology Integration

TECHNICAL SKILLS

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma, Sketch, Canva Pro

Motion & Video: After Effects, Premiere Pro, Capcut, Moyo

AI & Emerging Tools: Venice-AI, Claude, Hedra, ChatGPT, Luma AI, Kling AI, Venice Generative Fill

Web & Prototyping: Figma, Adobe XD, WordPress (familiar)

Project Management: Asana, Monday.com, Slack, Microsoft Teams, Google Workspace

Additional: Photography, Video Production, Print Production Knowledge, Vendor Management

AWARDS & RECOGNITION

- Featured in 15+ Industry Publications: Commercial Observer, Bisnow, Metropolis Magazine, GlobeSt for ESG campaign innovation
- Bisnow Best Broker Events 2022 — Dealmakers experiential branding
- Brookfield Properties Internal Award — "Most Impactful Regional Campaign" (ESG Initiative, 2023)
- Top Performer Recognition — Consistently exceeded project delivery targets and client satisfaction metrics

LANGUAGES

English: Fluent (Professional Working Proficiency)

Spanish: Native

PROFESSIONAL PHILOSOPHY

I design systems that scale and details that matter. Whether leading enterprise-level campaigns across international markets or crafting invitation packaging that people keep on their desks, my work connects business strategy with human experience.

Great design doesn't happen by accident, it requires strategic thinking, obsessive craft, and the ability to see both the forest and the trees. I bring 15 years of translating complex business challenges into visual solutions that resonate emotionally and deliver measurable results.

PORTFOLIO: www.hamletcabrera.com

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EMAIL: me@hamletcabrera.com

LOCATION: Crofton, Maryland (Open to Remote, Hybrid, or On-Site in DMV)