

# YUNUEN ALVARADO

CREATIVE DIRECTOR

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Hi, I'm Yunuen, Graphic Designer & Architect who turns ideas into visuals that work. Whether it's a brand, a space, or a creative challenge, I'm all about finding smart, beautiful solutions through captivating design.

## Experience

### Founder & Creative Director Bēhaus | Nov 2023 – Present

- Manage brand strategy, product design, product packaging, content creation, and social media to launch and grow a modern home decor line.

### Creative Director Adikteev Inc. | August 2022 - Oct 2023

- Led a cross-continental creative team across New York and Paris, developing high-performing app re-engagement campaigns.
- Directed concept, design, and execution of static, video, and playable ads for leading gaming, casino, retail, streaming, and service apps
- Collaborated on creative strategy to develop campaigns that were visually compelling and performance-driven.
- Cross-team workflows to support better communication and delivery.

### Head of Creative Team US Adikteev Inc. | January 2020 - August 2022

- Creative direction for all US-based campaigns.
- Lead designer on motion graphics, video, & animation projects.
- Support account management, sales and marketing teams through content creation and as client liaison with the creative team.
- Develop creatives that allow for a consistent brand experience across all deliverables, such as videos, storyboards, animated content, motion graphics that support and enhance advertising campaigns.

### Graphic Designer Adikteev Inc. | September 2016 - January 2020

- Motion graphic designer. Created graphics, interactive animation, and new creative formats for performance mobile advertising.

### Architect Zet Architects | June 2014 - October 2014

- Renovation design project for the Morelia City Convention Center.
- Developed 2D and 3D designs, including design layouts, electrical and hydraulic systems for residential developments.

### Architect Bosque Monarca | June 2011 - May 2015

- Supervised and reviewed residential and healthcare projects.

### Architecture Internship LBA | June 2010 - October 2010

- Developed 2D design for the Andritz Hydro Headquarters office.



## Education

### Digital Marketing Analytics MIT Sloan | 2021

Digital Marketing Analytics, executive program.

### Master of Applied Arts Ecole Boule | 2016

Specialization in Spatial Design, Interior Architecture, Scenography & Urban Landscape

### Bachelor of Architecture UVAQ | 2012

Bachelor by thesis in  
Rehabilitation of Residual Space.

## Skills

Adobe Creative Suite Figma  
Video editing Creative Strategy  
Content Creation Branding Revit  
Generative AI 3d max Autocad

## Portfolio

www.aeyun.de

## Languages

Spanish: Native  
English: Bilingual  
French: Fluent