



ARTURO YEN

CREATIVE & BRAND STRATEGIST

Creative & Brand Strategist with international experience across the Middle East, Europe, and North America, focused on **brand strategy**, **visual storytelling**, and **premium brand experiences** across digital and physical platforms.

With 6+ years of experience, working on projects ranging from brand identities and digital experiences to large-scale live events, helping shape brand narratives, visual systems, and cohesive experiences for **premium brands**, **global corporations**, and **institutional clients**.

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🌐 <https://www.arturoyen.com>

ACADEMIC EXPERIENCE

Master's degree 2022 - 2023

Marketing and Market Research
Universidad de Barcelona
Barcelona, Spain.

Bachelor's degree 2012 - 2017

Visual Information Design and Communication
Universidad de las Americas Puebla (UDLAP)
Puebla, Mexico.

Academic Exchange 2016

Marketing and Business Strategy
EBS Paris
Paris, France.

International Business Program 2011 - 2012

Universidad de las Americas Puebla (UDLAP)
Puebla, Mexico.

IB / High School 2008 - 2011

Instituto D'Amicis
Puebla, Mexico.

LANGUAGES

Spanish: **Native**
English: **Fluent**
Italian: **Intermediate**
French: **Basic**

SOFTWARE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office (Excel, PowerPoint, Word)
- Power BI
- Oracle, Trade Map
- Canvas

PROFESSIONAL EXPERIENCE

INDEPENDENT CREATIVE & BRAND CONSULTANT

Remote | May 2023 - Present

- Partner with founders at early and growth stages to clarify brand vision, strategic direction, and visual language.
- Build and structure brand systems across identity, digital platforms, and key customer touchpoints.
- Lead projects end to end, from concept definition and creative direction through execution across websites, e-commerce, and core brand assets.
- Experience spans finance, fashion and jewelry, luxury travel, consumer goods, and lifestyle brands.

CREATIVE & BRAND STRATEGIST

Executive Visions Inc. (EVI) - Dubai, UAE | Freelance · Hybrid | Jul 2019 - Sep 2021

- Contributed as part of the creative team to the development of concepts, narratives, and visual frameworks for large-scale, high-end brand experiences.
- Helped shape event storylines, visual direction, and presentation decks defining the structure, tone, and flow of live experiences.
- Worked on international projects for NEOM, Qiddiya, Caterpillar, Fendi, and government-led initiatives across the UAE and Saudi Arabia.

BRAND & VISUAL SPECIALIST

L&C Design – Dubai, UAE | Full-time | Jun 2019 – Sep 2021

- Supported branding and visual development for architecture, real estate, hospitality, and lifestyle projects.
- Produced visual narratives, presentations, and brand materials for restaurants, cafés, sports facilities, and mixed-use developments.
- Worked closely with clients and internal teams to align visual decisions with project intent and positioning.

MARKETING OFFICER

MERAAS Holding – Dubai, UAE | Full-time | Mar 2018 – Mar 2019

- Developed visual storytelling and creative concepts for premium corporate events, product launches, and brand experiences.
- Defined visual identities, creative decks, and internal materials that set the look and feel of projects prior to production.
- Supported pitches and proposals for high-profile clients, operating within fast-paced, high-standard creative environments.

INTERNSHIPS

GLOBAL MARKET INTELLIGENCE ANALYST

UL Solutions – Barcelona, Spain | Internship | Nov 2022 – May 2023

- Supported market and competitor research across international product categories, identifying key trends and insights.
- Translated complex datasets into clear dashboards and visual reports using Excel and Power BI to support strategic planning.
- Applied data analysis and structured research to inform business and go-to-market decisions.

MARKETING INTERN

Sofitel Dubai Downtown – Dubai, UAE | Internship | Nov 2017 – Feb 2018

- Supported branding and visual communication initiatives for a luxury hospitality brand.
- Created visual assets for internal communications, digital platforms, and promotional materials.