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FLORENCIA PEREZ CHADA

CREATIVE & BRAND LEAD · BRAND DESIGN AND TEAM LEADERSHIP

Brand strategist and creative lead with experience shaping iconic brands at Disney, Warner Media, and Superside. I build concept-driven brand identities, scalable design systems, and high-impact campaigns while leading multidisciplinary teams across global accounts. I integrate AI into the creative process to accelerate execution, enhance ideation, and strengthen strategic design decisions.

"I pair strategic clarity with hands-on craft, using AI to accelerate the process while keeping creative judgment at the center—so brands scale without losing what makes them human."



EDUCATION

- **2025** AI-Enhanced Bootcamp, In-house at Superside
- **2024** AI-Enhanced Training, In-house at Superside
- **2023** Creative Direction, Miami Ad School Buenos Aires
- **2023** Color Applied to Graphic Design, Domestika
- **2023** Color Theory for Textile Projects, Domestika
- **2022** Product Manager, Coder House
- **2018** Postgraduate in Contemporary Art Curatorship, Universidad del Salvador
- **2006 - 2010** BA in Graphic Design and Communication, Universidad de Ciencias Empresariales y Sociales

CAREER HIGHLIGHTS

- **Creative Team & Account Lead**
  (Superside, Global, Since 2023)
- **Manager, Product Design & Development**
  (The Walt Disney Company, Southern Cone & Andes, 2022-2023)
- **Visual Branding Manager**
  (Warner Media · Kids & Family, LATAM, 2020–2022)

LANGUAGES

- Spanish – Native
- English – Full professional

SOFTWARE

- Adobe Creative Suite
- Figma
- Microsoft Office Suite
- AI tools: Krea, Flora, Claude, ChatGPT, Gemini
- Notion, Asana, Monday

SKILLS

- Creative Direction
- Team Leadership
- Brand Strategy
- Trend Research
- Design Process
- Effective Communication
- Problem-Solving
- Strategic Vision

Creative Team & Account Lead

Superside, Global Since Nov 2023

- Lead multiple international accounts — startups and large companies alike — developing full-scope creative proposals from concept to execution.
- Create end-to-end visual systems including brand identity, digital campaigns, editorial design, and strategic presentations.
- Oversee creative output and quality in close collaboration with project managers and designers.
- Lead, mentor, and strategically guide a multidisciplinary team of designers.
- Act as a strategic design consultant, leveraging AI tools and innovation to optimize workflows and creative results.

Manager, Product Design & Development

The Walt Disney Company — Southern Cone & Andes Nov 2022 - Sep 2023

- In charge of licensed product development (Softlines) for franchises including Pixar, Marvel, Star Wars, Fox, and Nat Geo.
- Coordinate with licensees, agencies, and internal teams to ensure consistent, appealing product launches.
- Collaborate with Hardlines and Creative teams to identify trends and build regional visual tools.
- Lead resource planning and task distribution to meet business and creative goals efficiently.

Visual Branding Manager

Warner Media · Kids & Family — LATAM Jan 2020 - Oct 2022

- Led the off-air visual strategy for Cartoon Network and Cartoonito across LATAM.
- Oversaw brand consistency, tone, and quality across campaigns, digital content, and marketing.
- Worked closely with production, marketing, digital, and programming teams.
- Designed and managed the "Kids & Family cards" for HBO Max and VOD platforms.
- Managed the internal creative team: task assignment, time management, and delivery oversight.

Manager, Product Design & Development

Turner · Cartoon Network — Southern Cone, Andes & Mexico Jan 2018 – Dec 2019

- Ensured accurate implementation of brand guidelines across licensed products.
- Worked closely with regional agencies and category managers to align business and creative strategies.
- Created visual strategies for key business projects and participated in retail activations, POP materials, and exclusive creative pitches.
- Maintained fluid collaboration with global teams (EMEA & APAC) to enhance design and approval workflows.