

María Paula
Leiva
Luna

Creative
Lead &
Art Director

Concept-driven Creative Director with 12+ years shaping global campaigns for brands like Google, Microsoft, PlayStation, Heineken, Barbie & Chevron. I thrive on big ideas, bold storytelling, and digital-first execution—turning strategy into visuals that engage, perform, and inspire.

Awarded Cannes Lions Bronze and Lápiz de Acero, I bring a blend of editorial precision, strategic thinking, and design excellence. **Crafting, crafting and crafting.**

Contact

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Portfolio

Explore more:
[leivaluna.art](#)



Studies

2006-2010

Highschool

Liceo La Sabana (Bogotá)

2010-2016

Graphic designer degree

Institución Universitaria

Los Libertadores (Bogotá)

Graduated in 2016

Score: 100 (laureate thesis)

2026-2028

Master´s in branding & brand strategy

OBS Business School & Universitat de

Barcelona

In progress

Expected gradutation: Jun-2028

Trainings

- * Leadership: Practical leadership skills (2022)
- * How to present your thoughts smoothly, clearly and powerfully (2023)
- * Critical thinking with emotional intelligence (2023)
- * Master of Yoga & Mindfullness (2019)
- * Open Water Diver (2021)
- * Open Water Advance Diver (2022)

Recognitions

Cannes Lion (Bronze, 2023)

Google Black Owned Friday

BBH USA

Premio Lápiz de Acero

(Winner 2022 + Nomination 2019)

Infographics & Data

.Puntoaparte Editores

Profesional experience

Senior Art Director | Publicis Global Delivery

(Sep 2025 – Currently)

Shaping concept-led campaigns for Chevron, transforming briefs into big creative platforms across digital, social print and OOH. Partnered with copywriters and strategists to craft storytelling frameworks that connected brand values with audiences. Driving art direction from ideation to rollout, balancing performance-driven creativity with strong brand narratives. Improving leadership by mentoring creatives and championing bold, idea-first approaches in a fast-paced environment.

Senior Art Director | Indigo Slate

(Feb 2024 – Jul 2025)

Directed concept-led campaigns for Microsoft & enterprise brands. Built creative decks & storytelling frameworks that elevated digital performance such as landing pages, emails, social static and motion posts, infographics, datasheets and e-books. Scaled creative with AI-powered ideation & asset generation.

Senior Creative Designer promoted Senior Art Director | Publicis Global Delivery

(Oct 2023 – Oct 2023)

Shaped concept-led campaigns for global brands like Heineken, F1, Barbie, Black Owned Friday for Google, Pup Pero and Quest with BBH USA, transforming briefs into big creative platforms across digital and OOH. Partnered with copywriters and strategists to craft storytelling frameworks that connected brand values with audiences. Drove art direction from ideation to rollout, balancing performance-driven creativity with strong brand narratives. Strengthened leadership by mentoring creatives and championing bold, idea-first approaches in a fast-paced environment.

Art Director | Resistencia Studio

(Nov 2019 – Oct 2020)

Directed projects that merged design, narrative, and social impact, creating idea-driven experiences for NGOs, cultural institutions, and independent brands. Experimented with concept-first visual systems, using design as a vehicle to amplify cultural and social conversations. Positioned the studio as a space of resistance and creativity, where concepts were the core driver of every campaign and publication.

(Promoted to) Art Director | Puntoaparte Editores

(Sep 2015 – Feb 2022)

Directed 200+ editorial projects (books, reports, brand publications) for clients such as ONU Redd, GIZ, EPM, and Ministerio de Educación. Led and coordinated a multidisciplinary team of 15+ designers and copywriters, ensuring concept and narrative alignment across projects. Crafted publications around high-impact national topics (productivity, environment, public policy), using information design and conceptual clarity as storytelling tools. Developed design systems and templates that streamlined production by 50%, while preserving a strong conceptual and visual foundation.

Graphic Designer | Puntoaparte Editores

(Feb 2015 – Sep 2015)

Designed layouts and visual storytelling components for 5+ national environmental reports. Key achievement: delivered award-nominated visuals for Erosión de Suelos en Colombia with Instituto IDEAM.

Editorial Production Monitor | Universidad Los Libertadores

(Feb 2013 – Feb 2015)

Designed and produced over 10 institutional publications annually; led infographic development and visual consistency. Created digital promotional content for on-campus digital platforms, reaching 5,000+ students per campaign.

Graphic and Web Designer | Biotek International

(Jan 2012 – Jan 2013)

Developed brand identity, marketing materials, and corporate photography for internal and external use. Designed and launched the institutional website, increasing visibility and user interaction by 60%.

Core Competencies

- * Concept Development & Art Direction
- * Digital-first Campaigns (Social, Web, Video, OOH)
- * Brand Storytelling & Visual Systems
- * Creative Decking & Client Pitches
- * AI-powered Creative Workflows
- * Remote Team Leadership

Technical Skills

- * Adobe Creative Suite, Figma, Canva and project managment tools like Monday.com, Frame.io and Microsoft 365
- * Photography and edition skills
- * Printed material design knowledge
- * Motion graphics skills
- * Strong color sense

Languages

Spanish as native speaker. Fluent in English (C1) with strong communication and presentation skills in both client-facing and internal leadership settings.