



JAIIME QUESADA

Creative Lead | Art Direction,
Systems Thinking & Brand Experiences

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Client-facing creative lead with experience in art direction, team leadership, and scalable creative execution across digital and branded experiences.



Master's Degree in Executive Neuromarketing

Universidad Latina de Costa Rica, 2023

Bachelor's Degree in Communication and Marketing Summa Cum Laude

Universidad Americana (UAM), 2021

Bachelor's Degree in Advertising

Universidad Americana (UAM), 2019



Accenture

Apr 2022 - Present

Progressed across three roles at Accenture, evolving from hands-on design execution into client-facing creative leadership, team leadership, and end-to-end project ownership.

Creative Lead - Nov 2025 – Present

- Lead creative delivery across client projects, translating business needs into clear direction, aligned execution, and high-quality final output.
- Lead client-facing conversations to gather requirements, define creative approaches, and align expectations from project kickoff through handoff.
- Guide and delegate work across design teams, providing creative and technical support throughout the full project lifecycle.
- Ensure consistency, visual quality, and alignment with brand standards while balancing speed, scalability, and delivery needs.

Senior Designer - Dec 2023 – Nov 2025

- Led high-visibility design projects, ensuring polished execution, brand consistency, and strong alignment with stakeholder expectations.
- Provided feedback and creative guidance to design teams, helping elevate output quality and strengthen design decision-making.
- Supported projects from intake to delivery, translating business requirements into actionable design direction and efficient execution.
- Contributed to team growth through coaching, knowledge sharing, and quality-focused guidance across fast-paced workflows.

Designer - Apr 2022 – Dec 2023

- Designed digital experiences and visual solutions for major clients, balancing usability, brand consistency, and production efficiency.
- Supported project kickoffs and translated business requirements into clear design solutions for execution.
- Delivered high-volume work under tight timelines while maintaining quality and cross-functional alignment.
- Collaborated with internal teams and stakeholders to support reliable delivery across digital and branded workstreams.

DXC Technology - Microsoft Account

Internal Communication & Knowledge Manager - Jan 2021 - 2022

- Led internal communication design initiatives for Microsoft-related programs, improving clarity, consistency, and team alignment.
- Delivered global email communications and technical updates to 3,000+ employees with a focus on structure, consistency, and usability.
- Collaborated across teams to streamline communication workflows and improve delivery efficiency.
- Provided front-end support for automation and reporting deliverables, connecting design needs with practical execution.

Amazon Media Group (AMG)

Product Designer - Aug 2016 - Feb 2018

- Developed digital advertising deliverables for global brands, ensuring alignment with client guidelines, production standards, and platform specifications.
- Contributed to scalable creative workflows by improving tools and processes that increased efficiency across distributed design teams.
- Delivered high-volume production work with strong attention to visual consistency, technical accuracy, and turnaround speed.
- Supported the execution of branded digital assets across multiple formats, balancing creative quality with operational efficiency.



Skills

Art Direction Creative Leadership Brand Experiences Design Systems
Systems Thinking Creative Automation Figma Adobe Creative Suite
Digital Campaigns Front-end Collaboration



Google
Ads
Fundamentals



Microsoft
Digital Advertising
Fundamentals



Microsoft
Marketing with
purpose



LinkedIn
PM for Creative
Projects



Accenture
Agentic AI



Skillsoft
ChatGPT Prompts



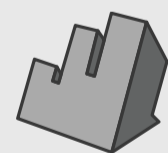
Google
HTML Coding



Google
CSS Coding



Effie de Oro
Effie College Costa Rica
Cerveza Imperial, 2021



Effie de Plata
Effie College Costa Rica
Gollo, 2019