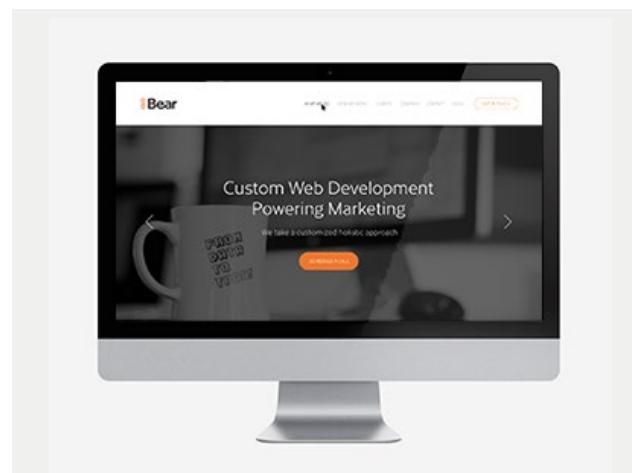
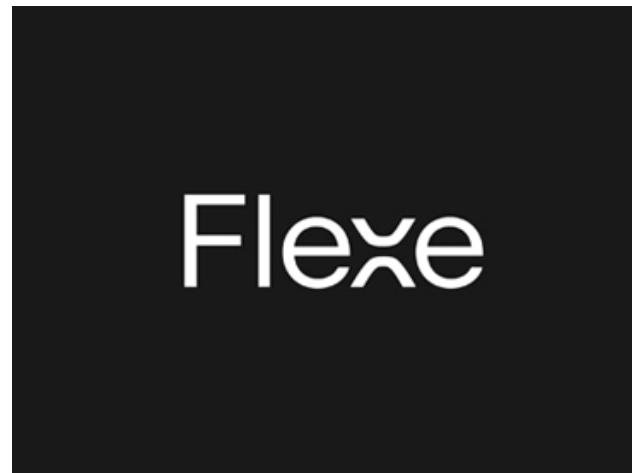


Peirano

Art Direction + Visual Design



Resume

Education

2025 | Educación IT
Advanced HTML/CSS and Bootstrap

2023-2024 | Educación IT
User Research, UX Design, Design Thinking and Accessibility

2022 | Fundación Gutenberg
Postgraduate Diploma in Editorial Design

2012 | Universidad de Buenos Aires
Postgraduate Program in Branding and Corporate Identity

2010-2011 | Universidad Nacional de Rosario - Fundación Gutenberg
Bachelor's Degree in Visual Communication

2007-2009 | Nueva Escuela de Diseño y Comunicación
Advertising Graphic Designer

Experience

2022-Present | Peirano Consulting
Art Director & Sr. Visual Designer

2015-Present | Ebeacon
Art Director & Sr. Visual Designer

2022-2024 | Prominent Edge
Art Director & Sr. Visual Designer

2020-2022 | Microsoft
Art Director & Sr. Visual Designer

2017-2019 | Bear Group
Art Director & Sr. Visual Designer

2015-2019 | Safeco Insurance
Art Director & Sr. Visual Designer

2016-2017 | Flexe
Sr. Visual Designer

2013-2015 | Forum One Communications
Interactive Designer

2010-2013 | Mercury Creative
Graphic Designer

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe XD
Adobe Firefly
Figma
Wordpress/Woocommerce
HTML/CSS
SEO/SEM
Jira/Asana/Basecamp/Trello

Languages

English
Bilingual proficiency

Spanish
Native/bilingual proficiency

Portuguese
Professional working proficiency

Services



Branding

I develop brand strategies and visual identities that clearly represent, define, and differentiate your business or service from its competitors, while connecting with the right audiences.



Graphic Design

I design and produce a wide range of graphic materials, including brochures, annual reports, whitepapers, case studies, infographics, presentations, and both print and digital advertising.



UX/UI Design

I design responsive, visually refined websites that prioritize usability and accessibility, ensuring a seamless and engaging user experience.



Web Development

I design, build, and maintain websites using WordPress, WooCommerce, and custom HTML/CSS solutions.



Digital Marketing

I support digital growth through strategic design for social media advertising across multiple platforms, as well as SEO/SEM support, email campaigns, and landing page design.



Hosting + Maintenance

I can provide website hosting and also offer ongoing maintenance after launch, including updates to design, content, and new technical features.

Safeco

I supported the Communications team on a wide variety of projects including infographics, branding development, email campaigns, motion graphics, interactive publications, presentations and branded marketing collaterals.

Year: 2015-2019



When we read about great inventions, we normally find the year it occurred. What we don't hear about is the many years it took for that one successful breakthrough. Someone had to look beyond what was and solve tomorrow's problem. Safeco calls that innovation. It's a quest to ensure both agents and Safeco can meet the needs of consumers five years and 20 years down the road.



In a rapidly evolving marketplace, it's important to do business with a carrier that has built the scale and resources to invest in capabilities and partnerships for years to come. Safeco is a market leader today, and positioned to build and nurture deep partnerships with enduring value.



More than 1,000 agencies and carriers are consolidating their personal lines books with Safeco. Why? Because we have national reach, state-level expertise and the financial scale to win in personal lines over the long term. And because our book consolidation capabilities and experience make it easy to do business with us.



Flexible & Dedicated

- No two-book consolidations are the same. That's why Safeco is prepared to tailor the solution to your company's unique needs. Our carrier partners take into account the size of your books, how much you want to be involved and the kind of trade associations you want for your customers.
- To make sure the entire experience is smooth and easy, we provide you with a dedicated account team to guide and support you every step of the way.



Price Match & Automation

- Our broad fleet of producers allows us to easily consolidate larger, regional, limited and dedicated lines of insurance in a single policy. Many books also qualify for price matching, which means you can receive premium rates and then receive the same Safeco premium over time, making a distributor's life easier for your customer. On average, consolidating your books with Safeco takes three to seven years for the parity in each Safeco premium. (GO) Note: Matching is only available for eight states and is not available in AK, CA, HI, MD, MI, NC, ND, RI or WA.)
- Safeco partners with numerous agency management system vendors, so you can extract quoting data within minutes and get book to your door.



Communications & Support

- A successful transfer depends on ensuring your policies are at the right time and in the right place. Work with us. Safeco will send customized, co-branded communications on your behalf, notifying your customers about the change. You, as well as the customer, get details 30 days before the renewal, and we'll do the heavy lifting.
- When appropriate, our Licensed Sales Center professionals can call your customers to explain the transfer process, keep them updated and remind them to read one of the signature forms at zero cost to you. If you need further support to free up your time and ensure an efficient book consolidation process, our 24/7 Gold Service is available at a low cost.

Learn more about Safeco's book consolidation capabilities today.



FOR AGENT USE ONLY

Get new producers up and running — fast
In just six weeks, the Safeco® Producer Development Program gives participants the technical knowledge and necessary sales skills to help grow your business.

What makes our program unique?

- Prospecting. A lack of prospecting is the main reason new producers miss their target goals. So, we teach producers how to build and maintain an adequate book of prospects.

- Producer for success. We recognize that hiring a new producer can be expensive. That's why our program offers qualifying agents the opportunity to apply for an interest-free loan. If you'd like to learn more, please contact your territory manager.

- Monitoring, training and coaching. Our producers, our educational webinars, teach the principal/mentor the fundamental skills to help keep the producer on track, establish regular accountability, implement a prospecting game plan and provide regular progress reports.

- Reluctant to make sales calls. Assessment and solutions. When a producer is reluctant to make sales calls, it can jeopardize their career. So the methods taught in this course identify what the problem is and help producers overcome it.

New producers receive:

- Training in sales and prospecting techniques that include traditional and internet-based tactics developed exclusively for Producer Development Program agents.

- In-depth knowledge of Safeco's sophisticated product lineup.

- Expertise in quoting all of Safeco's products through our industry-leading quoting platform.

Program requirements:

- Complete a sales assessment and be recommended for a personal lines sales position.

- Assign a designated mentor for each new producer within the agency.

Rewards and recognition:

- Safeco trip — Producer and guest. The trip is performance-based. Past trips included resorts in San Diego, Boston and Las Vegas.



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Insurance is offered by Safeco Insurance Company of America and/or its affiliates, with a principal place of business at 175 Berkeley Street, Boston, Massachusetts 02116.
AP 3300-0277



You've always been a good driver; and now your good driving can be rewarded. Through our RightTrack™ program, you can install a device in your car that recognizes your safe driving habits, which could earn you a discount of up to 30%!

Questions?
Contact your local Safeco® agent.

Ricardo Parra | The Arizona Group
3325 East Baseline Road, Gilbert, AZ 85234
602-683-1979 | rparra@arizonagroup.com



*Initial discount may vary by state and is replaced with a final discount upon completion of a review period. Not available in all states. RightTrack™ discount applies only to auto policy base coverage.

©2007 Liberty Mutual Insurance. Insurance is offered by Safeco Insurance Company of America and/or its affiliates, with a principal place of business at 175 Berkeley Street, Boston, MA 02116. The materials herein are for informational purposes only. Nothing stated herein creates a contract. All insurance is made subject to provisions, exclusions, conditions, and limitations of the applicable insurance policy. If the information in these materials conflicts with the policy language that it describes, the policy language prevails. Not available in all states. Eligibility is subject to meeting applicable underwriting criteria. AP 333406 2003/02

being independent doesn't mean going it alone.

When you work for yourself, you make your own success. But that doesn't mean you can't get help along the way. That's why Safeco offers programs and services that position you to work from anywhere—development and policy-training programs to Bricks & Clicks™, Customers for Life™, and 24/7 Gold Service™—call center support, we're there.

Reach out to your Territory Manager or Agency Specialist, or visit Safeco.com, to learn more.

Please contact your Smart Choice® State Director for more information.

The audience for this information includes insurance agents and brokers nationwide and in those states governed in manner. Every agent and broker is responsible for knowing the guidelines and laws that govern ratings, underwriting, and claims handling in their states. To learn more about the information in this document, including the availability of coverage in all states, see the Product Guide(s) for details. ©2007 Liberty Mutual Insurance. AP333406 2003/01

GO CONFIDENTLY. Safeco Insurance. A Mutual Insurance Company

FOR AGENT USE ONLY

we made it easier for you to sell Safeco's Landlord Protection!™

We've expanded eligibility to meet the changing needs of residential landlords. The New Named Insured process will now cover both customers and their LLCs or other limited liability business entities.*

a simpler and easier process

- Improves policy information accuracy
- Reduces claims complications
- Addresses common lenders' mortgage requirements

more protection and savings

- Automatically includes liability protection for wrongful eviction and entry claims, in addition to coverage for libel and slander
- Segmented pricing allows for a broader market reach and premiums up to 30% below the base rate
- Most states offer a 5% account credit when the supporting homeowners policy is written with Safeco

Adding your customer's limited liability business entity in Safeco Quote & Issue is easy. For questions, contact your Territory Manager or visit Safeco.com.

Safeco Insurance. A Mutual Insurance Company

*Limited liability corporations, limited liability partnerships, or limited partnerships used solely for the purpose of residential property ownership are eligible business entities. Limited to 8 or 16 insurable units, varying by state, across all of a customer's landlord policies. The audience for this information includes insurance agents and brokers nationwide and in those states governed in manner. Every agent and broker is responsible for knowing the guidelines and laws that govern ratings, underwriting, and claims handling in their states. Coverage and features not available in all states; see the Product Guide(s) for details. Not available in CA. AP-320419-V1



you're on your way to saving up to 30%

RightTrack™

GO CONFIDENTLY. Safeco Insurance. A Mutual Insurance Company

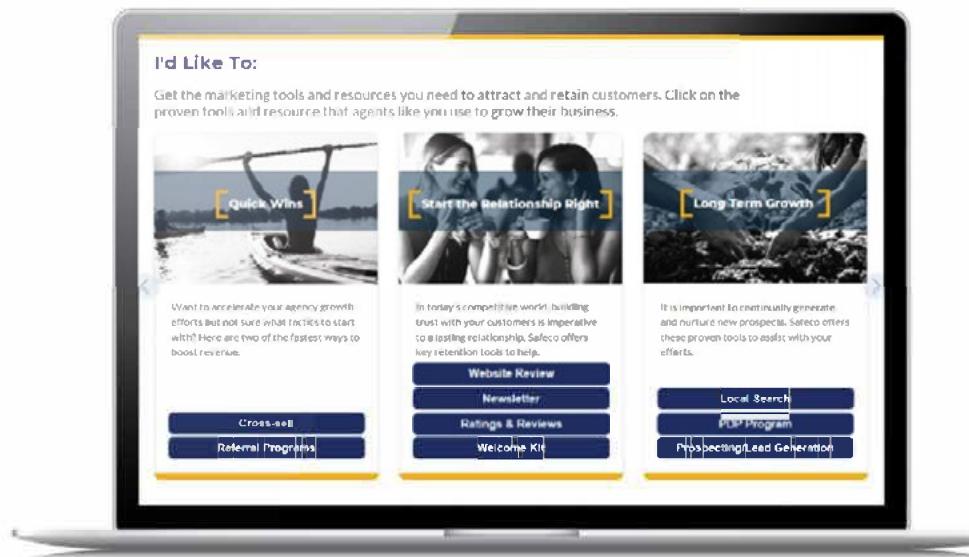
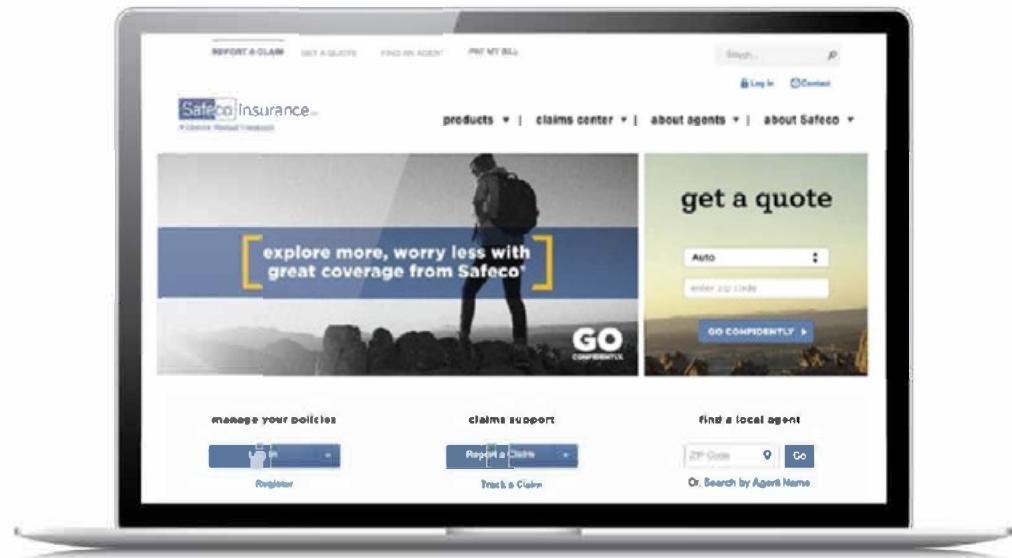
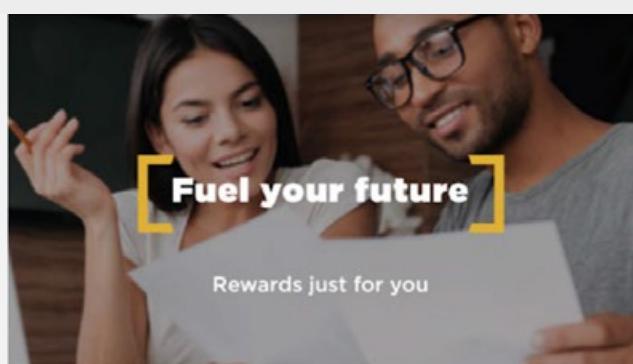
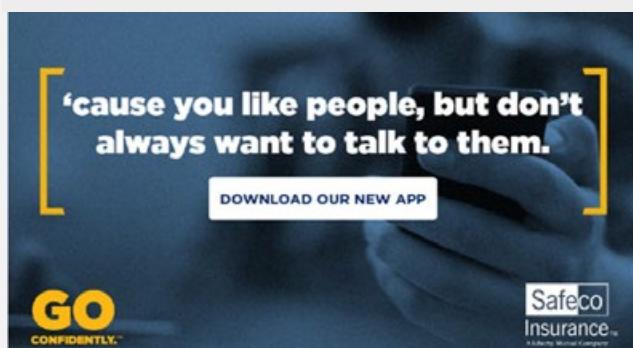
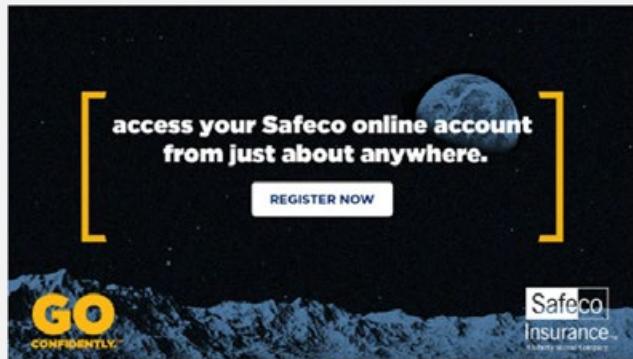
Initial discount may vary by state and is replaced with a final discount upon completion of a review period. Not available in all states. RightTrack™ discount applies only to auto policy base coverage. Coverage and features not available in all states; see the Product Guide(s) for details. Not available in CA. AP-333406 2003/01

Welcome to RightTrack!™

To begin participating in the program, simply plug in the enclosed device and start driving. You'll enjoy a premium discount just for participating—and a final savings of up to 30% in just 90 days.

Remember, no matter how you drive throughout the program, your final discount will save you between 5% and 30%.

So hit the road with RightTrack!

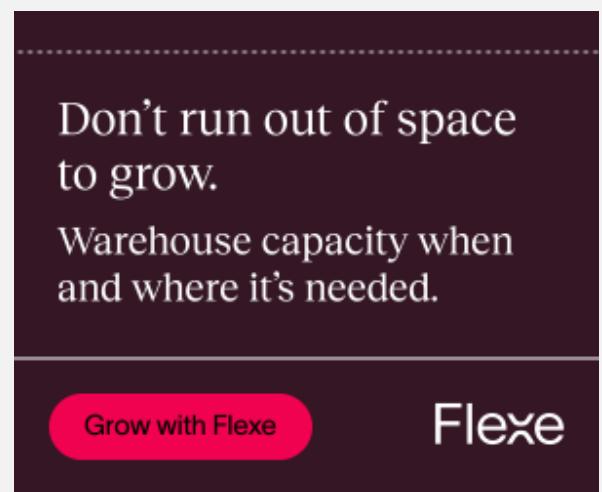
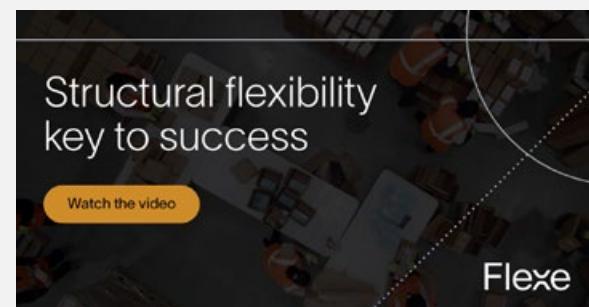
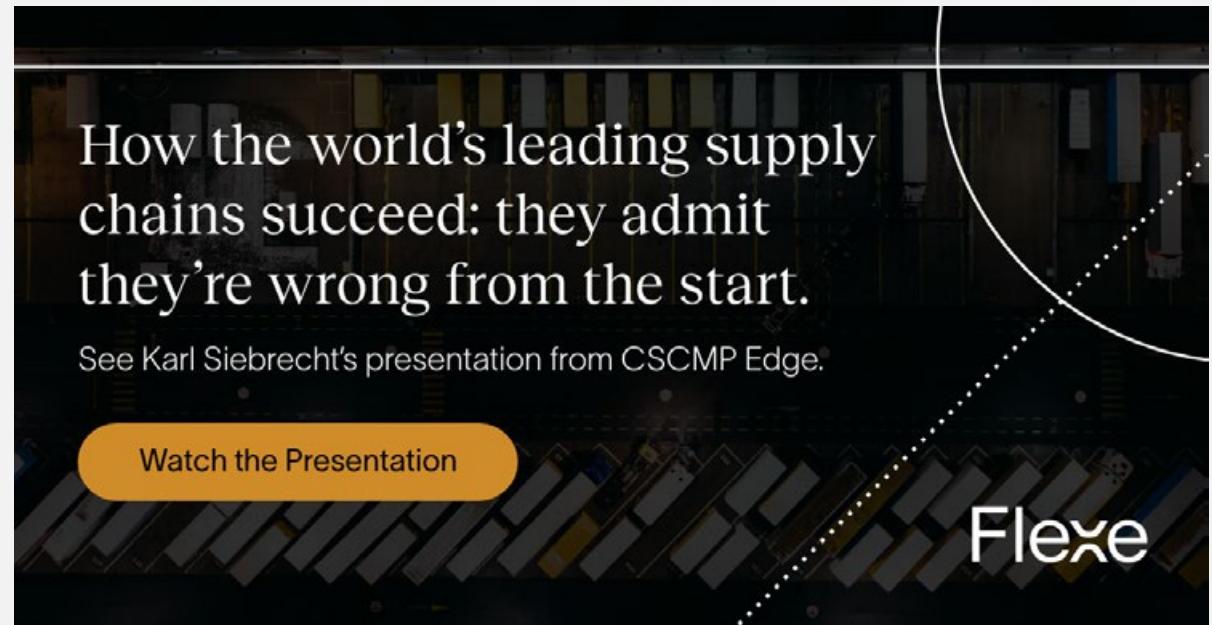




Flexe

I created a set of static and animated graphics for a Google Ads campaign. The designs were developed in Adobe Illustrator and animated in After Effects.

Year: 2023



Microsoft

I worked on the creation of social media graphics, print and web ads and marketing collaterals for Microsoft Turn 10 team.

Year: 2021-2022





LIVE NOW

 / Forza



LIVE NOW

 / Forza

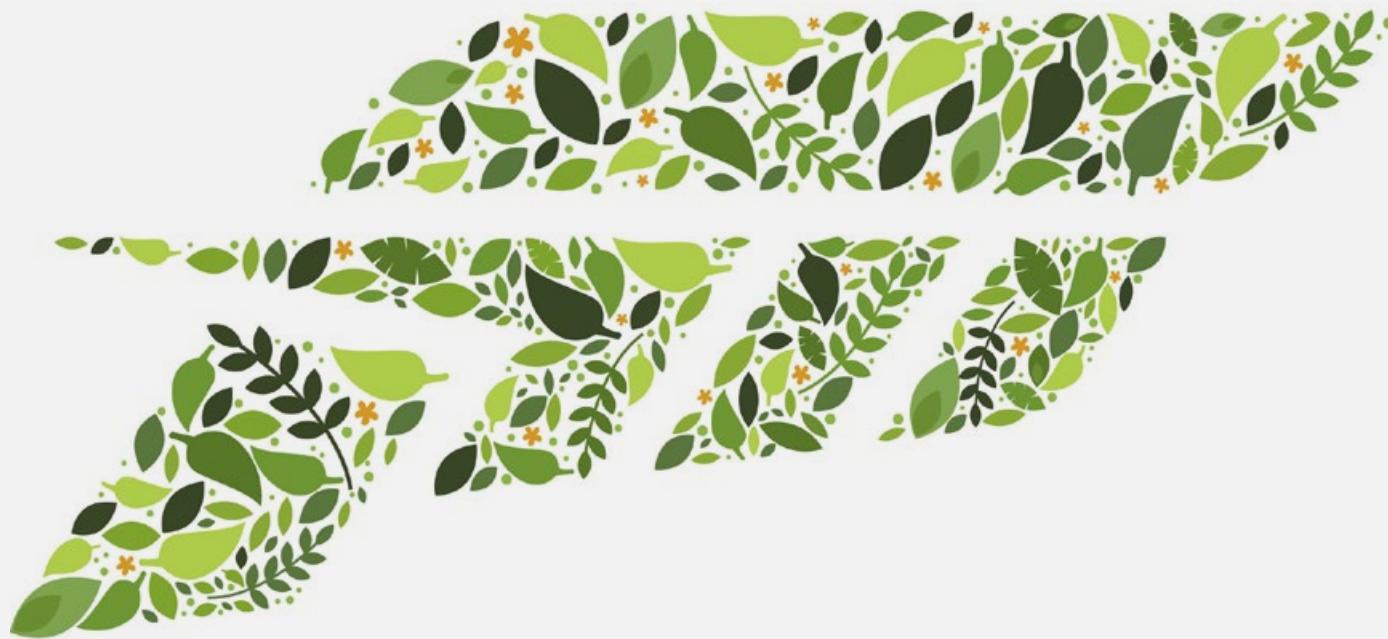
 FORZA
MONTHLY

ESTAMOS EN VIVO



 / Forza

Graphic designed for a groceries bag
celebrating the Earth Day.

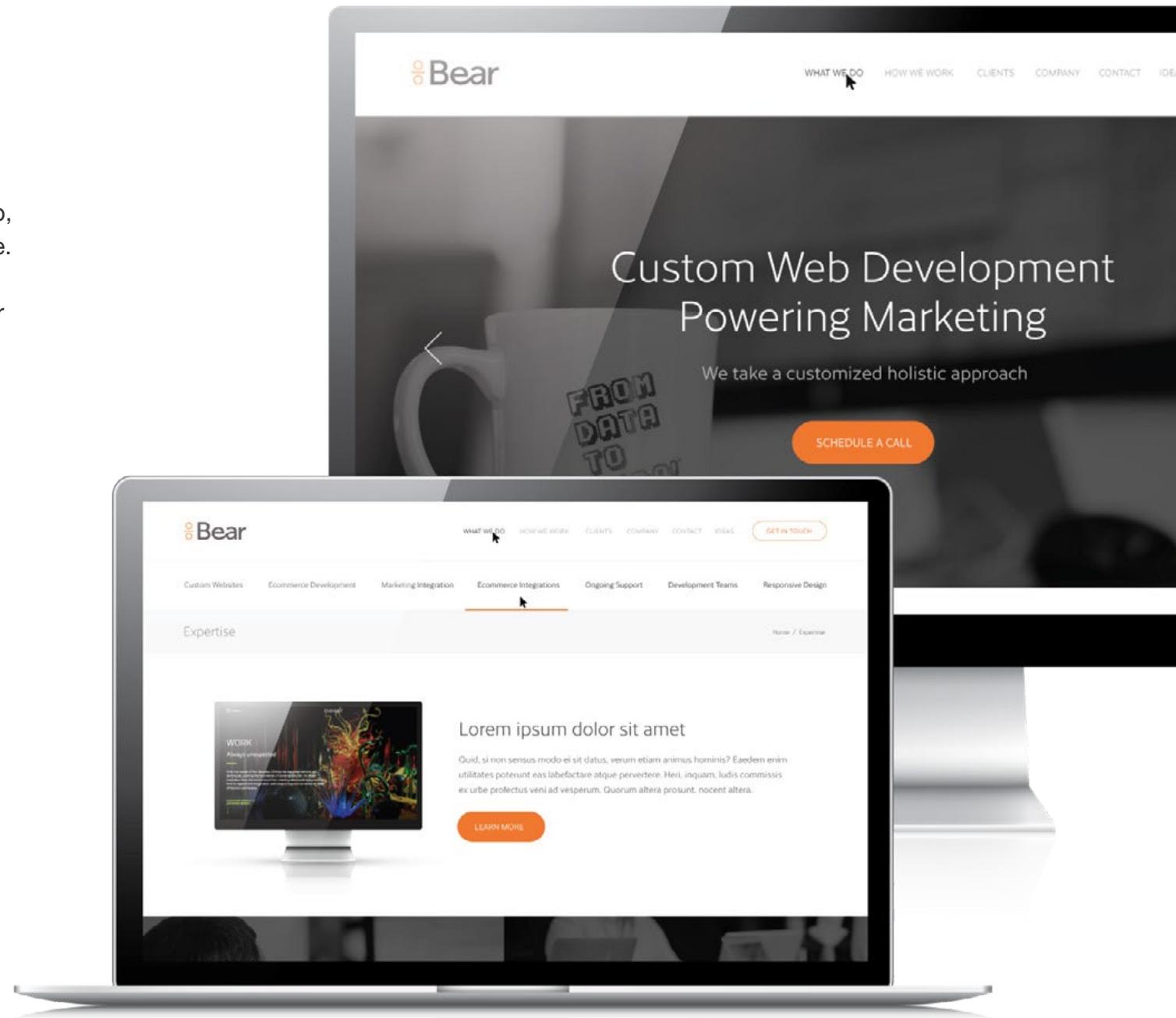


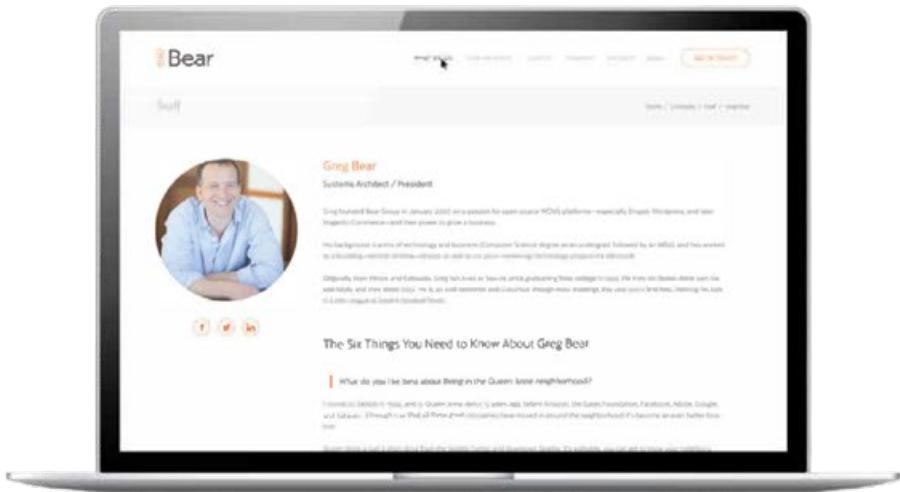
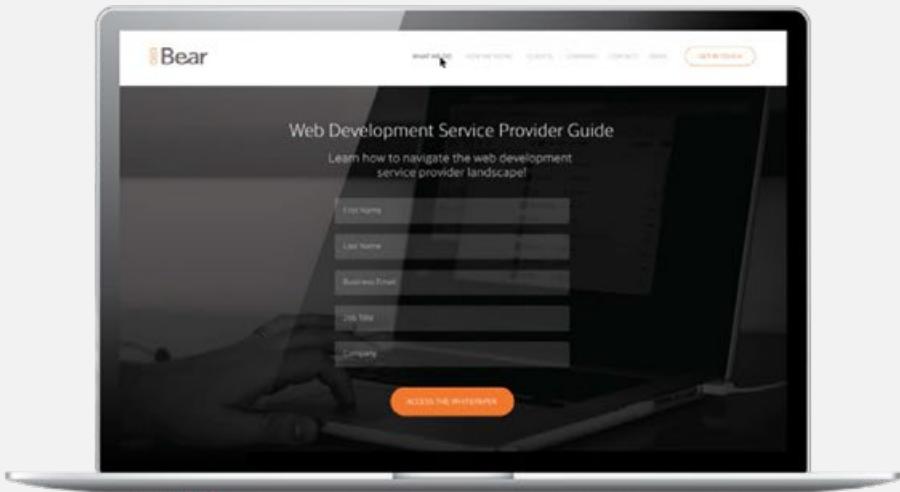
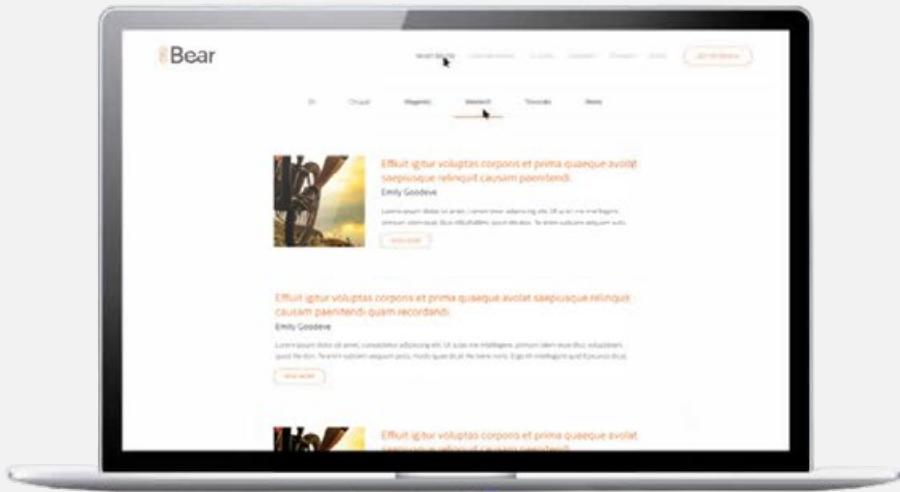
EARTH DAY
TURN 10 STUDIOS

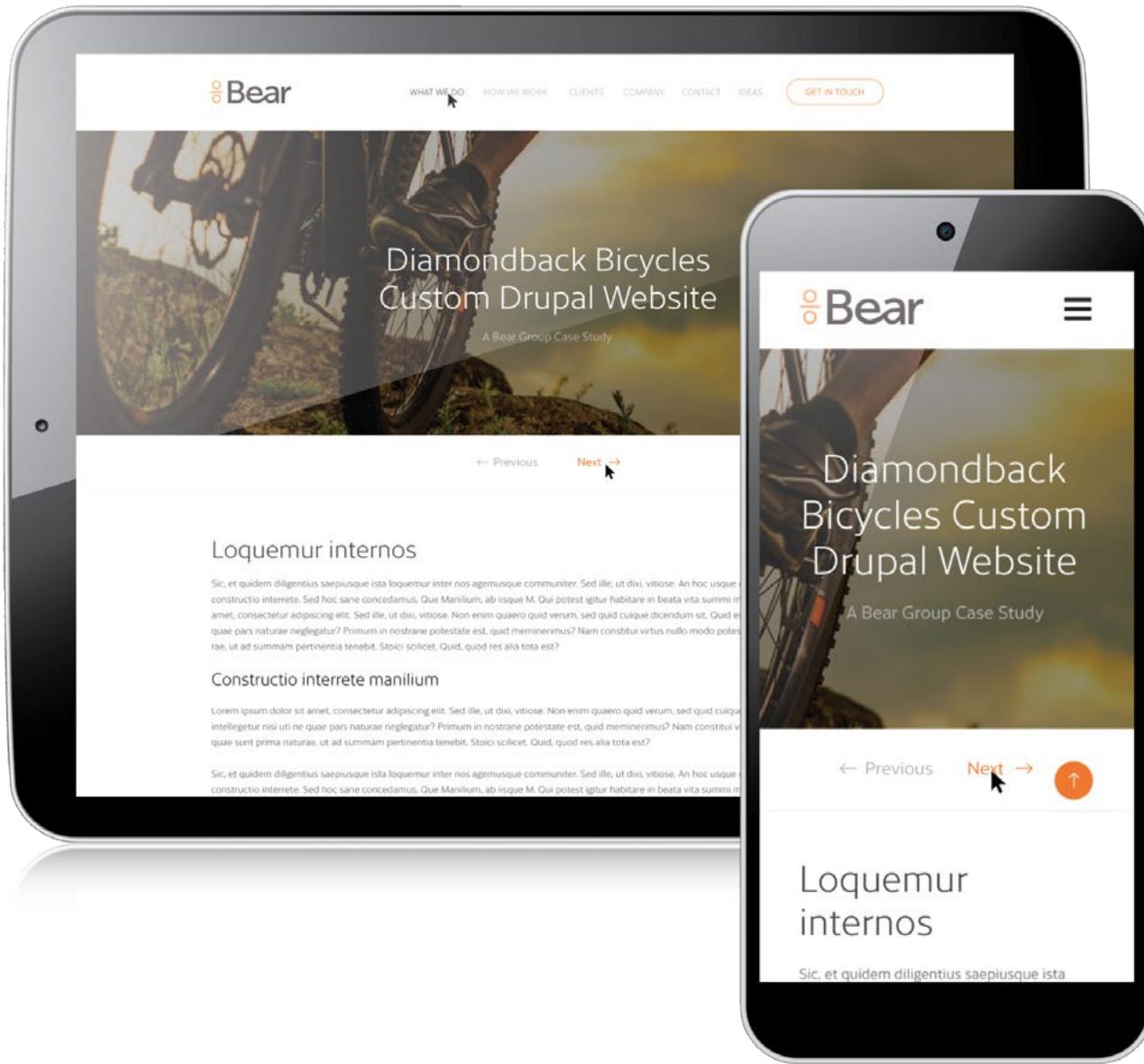
Bear Group

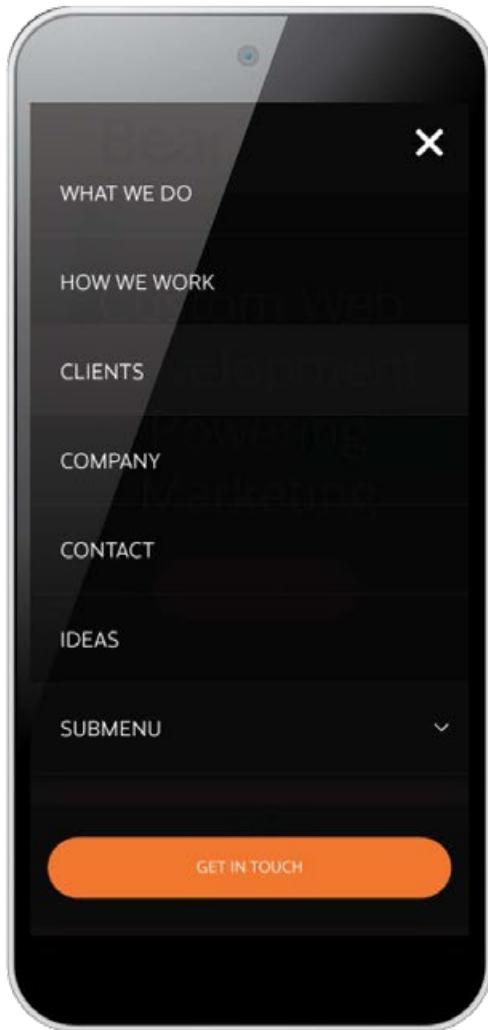
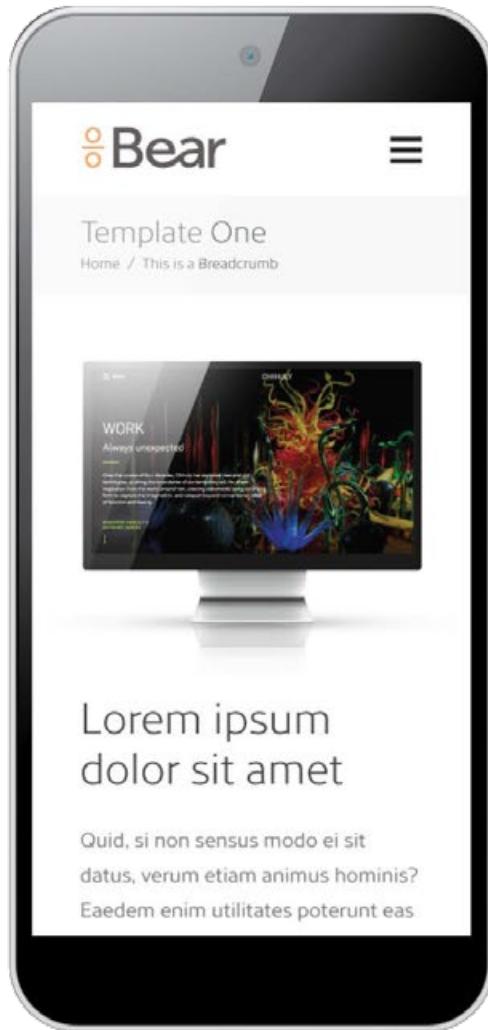
Website redesign for Bear Group, a development agency in Seattle. The final deliverables included the homepage and subpages for desktop, tablet and mobile.

Year: 2018







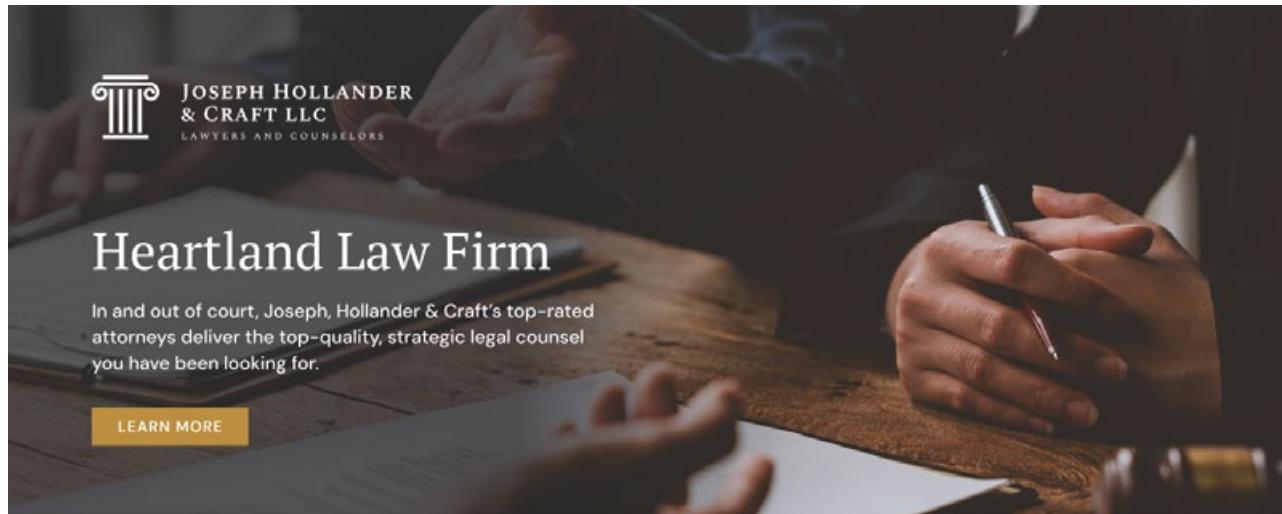


JH&C

Logo proposals and branding development for a law firm in US.

Year: 2025





Heartland Law Firm

In and out of court, Joseph, Hollander & Craft's top-rated attorneys deliver the top-quality, strategic legal counsel you have been looking for.

[LEARN MORE](#)

WE DELIVER

The Excellence You Need

At JHC, excellence is not a fluke. It is a habit. Our clients trust us with the most important aspects of their lives—their freedom, their families, their careers. It is an honor we do not take lightly. So we make a habit of earning that trust by delivering the highest quality representation to each and every client.

PRACTICE AREA

Our Legacy of Work



Kansas Family Law

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Kansas Criminal Defense

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Missouri Divorce Law

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Missouri Criminal Defense

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Primary Colors



Grayscale Colors



Fonts

Heading 1

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Heading 2

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Heading 3

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Icons



Quotes

“

“Volutpat lacus laoreet non curabitur gravida arcu ac tortor. Lorem mollis aliquam ut porttitor leo a diam sollicitudin tempor. Mollis nunc sed id semper risus. Ac turpis egestas integer eget.”

Buttons

PRIMARY BUTTON

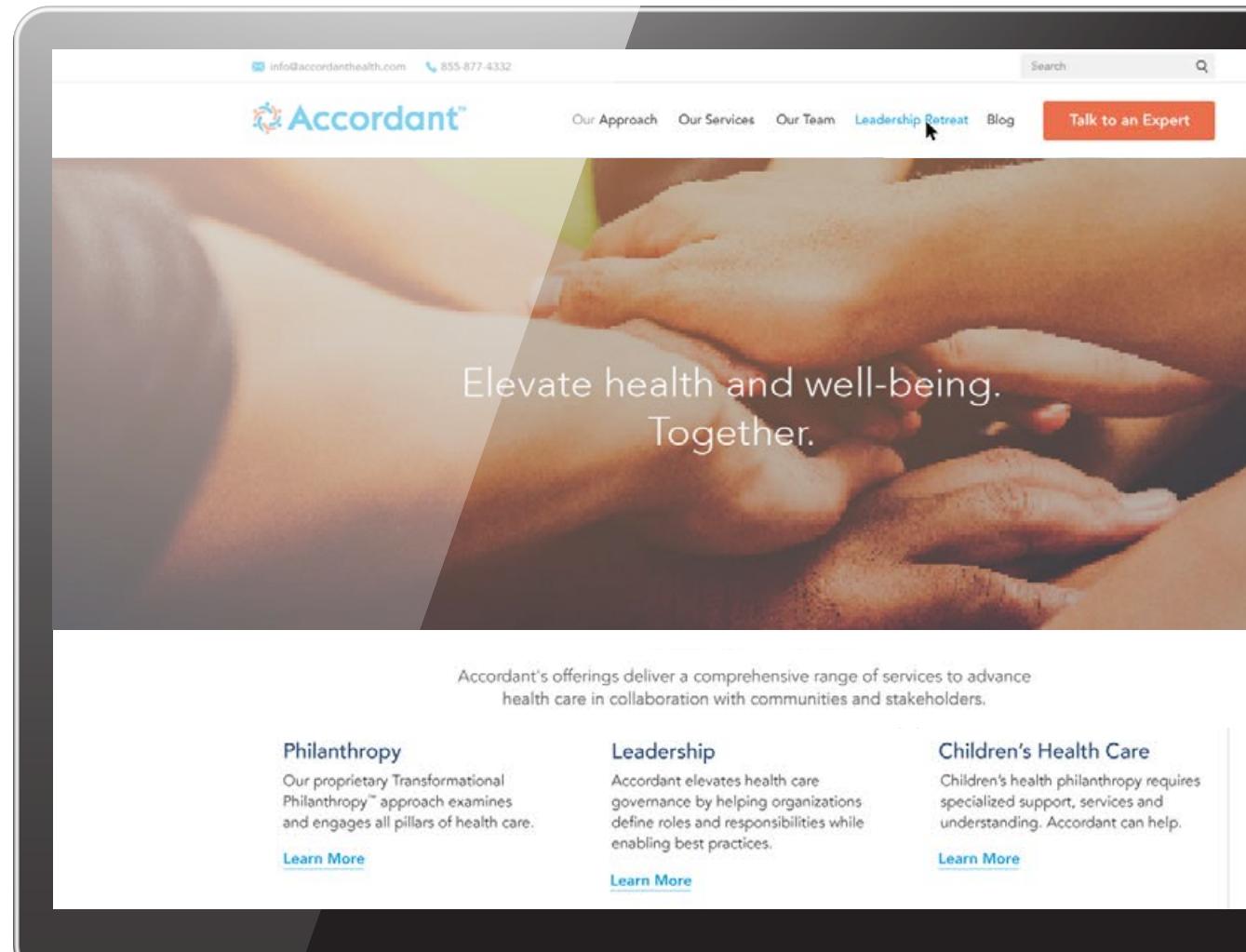
SECONDARY BUTTON

TERTIAL BUTTON

Accordant

Website redesign for a healthcare company in Florida.

Year: 2024



The screenshot shows the Accordant website homepage. The header includes the company logo, contact information (info@accordanthealth.com, 855-877-4332), a search bar, and a navigation menu with links to 'Our Approach', 'Our Services', 'Our Team', 'Leadership Retreat' (which is underlined in blue), and 'Blog'. A red button labeled 'Talk to an Expert' is also visible. The main visual is a photograph of several hands, some of which are holding medical equipment like a stethoscope, symbolizing healthcare. Overlaid on this image is the tagline 'Elevate health and well-being. Together.' Below the image, a text box states: 'Accordant's offerings deliver a comprehensive range of services to advance health care in collaboration with communities and stakeholders.' Three service sections are listed: 'Philanthropy', 'Leadership', and 'Children's Health Care'. Each section has a brief description and a 'Learn More' link.

info@accordanthealth.com 855-877-4332

Accordant

Our Approach Our Services Our Team **Leadership Retreat** Blog

Talk to an Expert

Elevate health and well-being.
Together.

Accordant's offerings deliver a comprehensive range of services to advance health care in collaboration with communities and stakeholders.

Philanthropy
Our proprietary Transformational Philanthropy™ approach examines and engages all pillars of health care.

[Learn More](#)

Leadership
Accordant elevates health care governance by helping organizations define roles and responsibilities while enabling best practices.

[Learn More](#)

Children's Health Care
Children's health philanthropy requires specialized support, services and understanding. Accordant can help.

[Learn More](#)

Wireframes

inf@accordanthealth.com 855-877-4332

Accordant® Our Approach Our Services Our Team Leadership Retreat Blog Talk to an Expert

About Us

Accordant advances philanthropy and purpose-driven partnership to support health organizations in achieving their vibrant missions.

Our Values

- Earn the trust and credibility to share progressive ideas and innovative solutions.
- Be authentic, purpose-driven, passion-fueled, gratitude-filled leaders.
- Earn the trust and credibility to share progressive ideas and innovative solutions.
- Serve shoulder-to-shoulder with partners to achieve a shared vision for impact.

Our Trusted Experts

Accordant is honored to collaborate with American Hospital Association Trustee Services to provide issue papers, templates and webinars to support the involvement of healthcare trustees and foundation board members.

Meet the Team



About Accordant

Our name, "Accordant," honors the collaboration of health care leaders, board members, clinicians and community partners to advance a shared vision for elevating health status and well-being. While Accordant is a US-based health care consulting firm, it is our privilege to serve globally. Our sophisticated and culturally competent team members have had the privilege to speak, write and consult in not only the United States and Canada but also in Ireland, England, Germany, Australia and beyond. Our team members are committed to being well aware of the health care and cultural environment of wherever they serve in order to ensure our work is relevant, reliable and tailored to each environment and opportunity for maximum impact.

Quick Links

- About Us
- Our Approach
- Our Services
- Our Team
- Accordant®
- Board Advance

Services

- Philanthropy
- Leadership
- Children's Health Care
- Communications
- Community Health
- Education & Training

Resources

- Leadership Retreat
- Careers
- Blog
- Books

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Accordant® Our Approach Our Services Our Team Leadership Retreat Blog Talk to an Expert

Resources

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Roles & Responsibilities of the VP of Philanthropy

Selection Criteria to Drive Excellence

Improving the Foundation Onboarding Experience

Download

Regionalization & Systemization in Philanthropy

Selecting a Foundation Board Dream Team

The Role of the CEO in Health Care Philanthropy

Download

Download

Download

Roles & Responsibilities of the VP of Philanthropy

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Prototypes

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 [Our Approach](#) [Our Services](#) [Our Team](#) [Leadership Retreat](#) [Blog](#) [Talk to an Expert](#)

About Us

Advance purpose-driven partnerships in order to elevate health and well-being for all. Accordant advances philanthropy and purpose-driven partnerships to support health organizations in achieving their vibrant missions.

Our Values

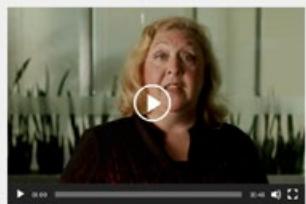
- Embrace the power of philanthropy and partnership as catalysts to achieving good.
- Serve shoulder to shoulder with partners to achieve a shared vision for impact.
- Be authentic, purpose-driven, passion-fueled, gratitude-filled leaders.
- Embrace the trust and credibility to share progressive ideas and innovative solutions.
- Stay curious, think big, be bold and embrace change.

Our Trusted Experts

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Accordant advances philanthropy and purpose-driven partnership to support health organizations in achieving their vibrant missions.

Our experts deliver value in three key areas:

- Fostering charitable giving
- Advancing community well-being
- Strengthening health care governance

Quick Links

- [About Us](#)
- [Our Approach](#)
- [Our Services](#)
- [Our Team](#)
- [Community Cards](#)
- [Board Advance](#)

Services

- [Philanthropy](#)
- [Leadership](#)
- [Children's Health Care](#)
- [Communication](#)
- [Community Health](#)
- [Education & Training](#)

Resources

- [Leadership Retreat](#)
- [Circles](#)
- [Blog](#)
- [Books](#)

Subscribe to our Newsletter

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Contact Us

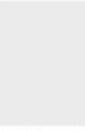
[info@accordanthealth.com](#) [855-477-4332](#)

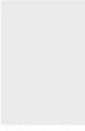
 [Our Approach](#) [Our Services](#) [Our Team](#) [Leadership Retreat](#) [Blog](#) [Talk to an Expert](#)

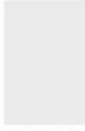
Resources

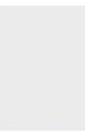
 [AHA Trustee Services](#)

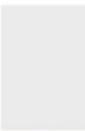
Accordant is honored to collaborate with [American Hospital Association Trustee Services](#) to provide resources to support the involvement of health care trustees and foundation board members in advancing philanthropy.

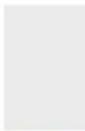
 [Roles & Responsibilities of the VP of Philanthropy](#) [Download](#)

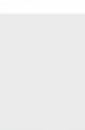
 [Selection Criteria to Drive Excellence](#) [Download](#)

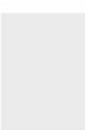
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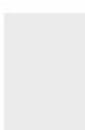
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Quick Links

- [About Us](#)
- [Our Approach](#)
- [Our Services](#)
- [Our Team](#)
- [Community Cards](#)
- [Board Advance](#)

Services

- [Philanthropy](#)
- [Leadership](#)
- [Children's Health Care](#)
- [Communication](#)
- [Community Health](#)
- [Education & Training](#)

Resources

- [Leadership Retreat](#)
- [Circles](#)
- [Blog](#)
- [Books](#)

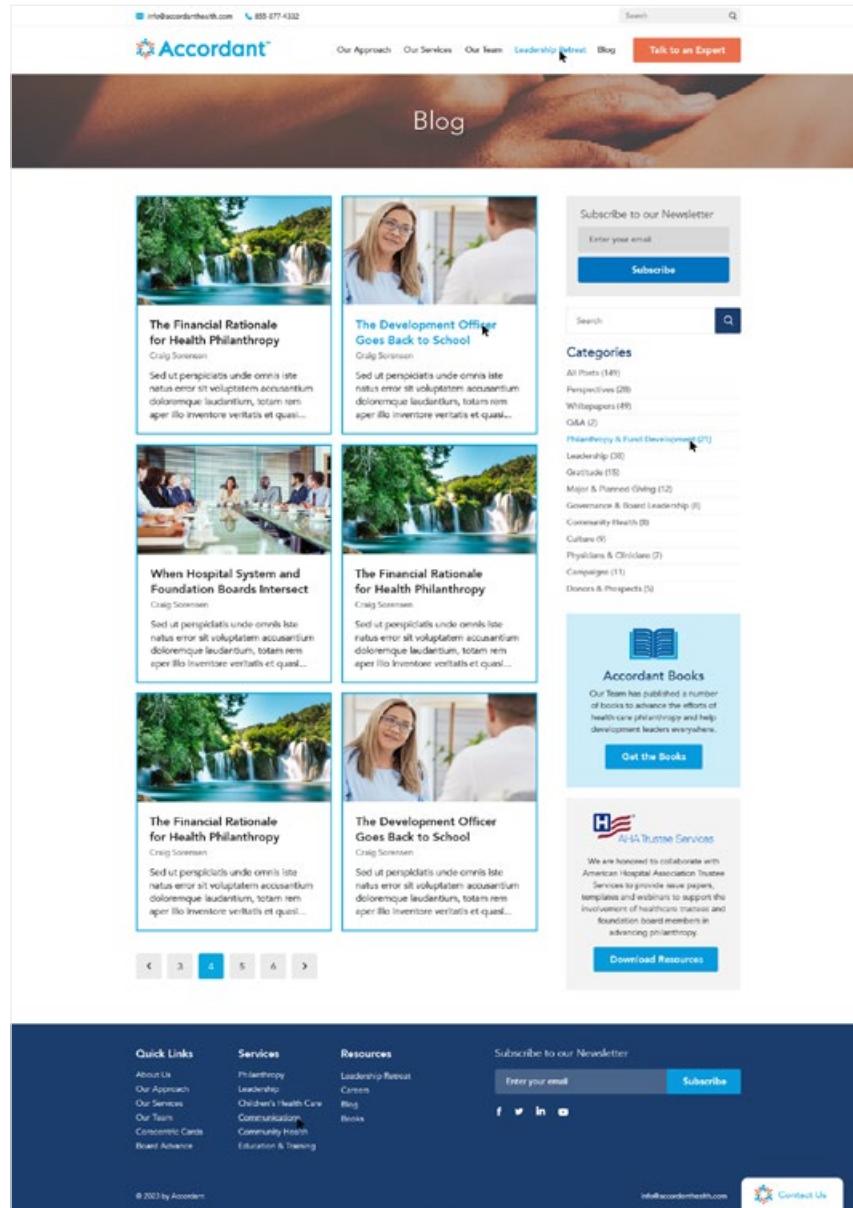
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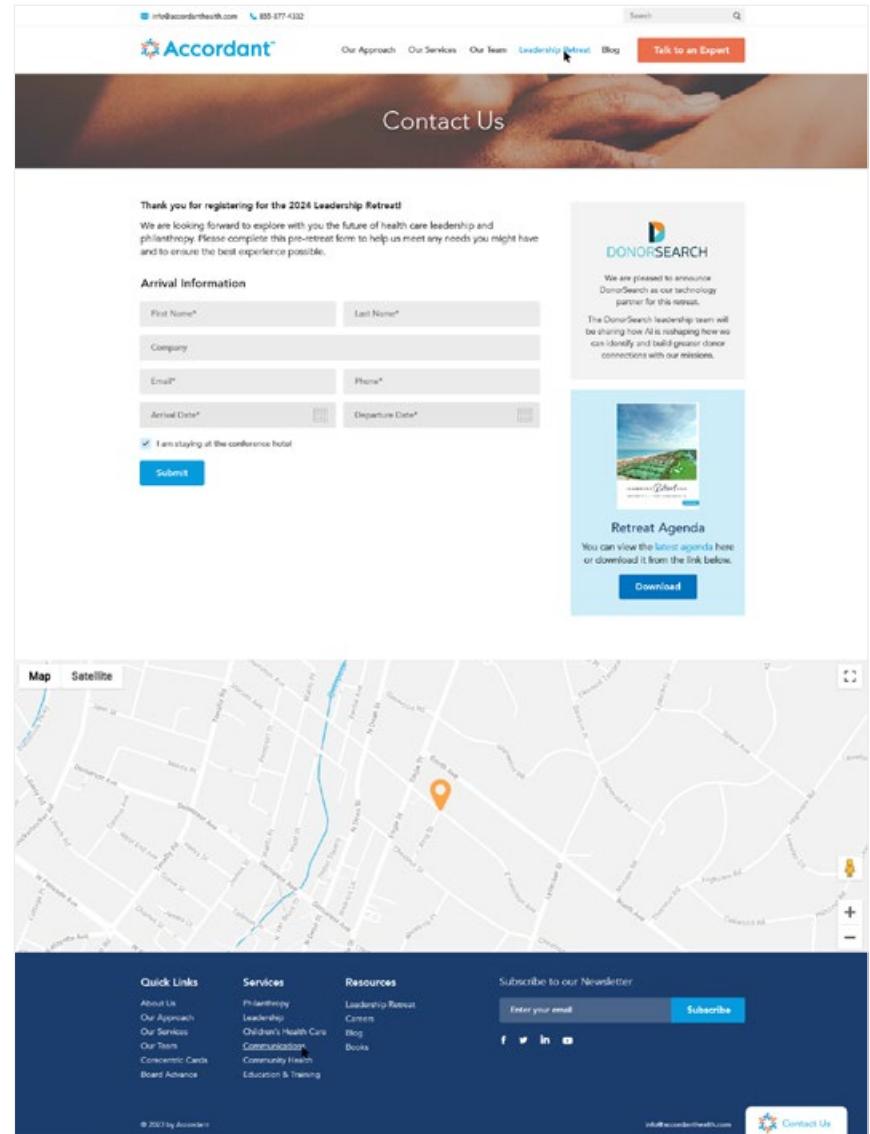
Prototypes



The screenshot shows the Accordant Health website's blog page. The header includes the Accordant logo, a search bar, and navigation links for 'Our Approach', 'Our Services', 'Our Team', 'Leadership Retreat', 'Blog', and 'Talk to an Expert'. The main content area features a large banner image of two hands. Below the banner, the word 'Blog' is centered. The blog posts are arranged in a grid format:

- The Financial Rationale for Health Philanthropy** by Craig Sonnen. Includes a photo of a waterfall and a brief description.
- The Development Officer Goes Back to School** by Craig Sonnen. Includes a photo of a person in a classroom and a brief description.
- When Hospital Systems and Foundation Boards Intersect** by Craig Sonnen. Includes a photo of a conference room and a brief description.
- The Financial Rationale for Health Philanthropy** by Craig Sonnen. Includes a photo of a waterfall and a brief description.
- The Development Officer Goes Back to School** by Craig Sonnen. Includes a photo of a person in a classroom and a brief description.

At the bottom of the page are navigation arrows and a footer section with 'Quick Links', 'Services', 'Resources', and a newsletter sign-up form.



The screenshot shows the Accordant Health website's leadership retreat registration page. The header is identical to the blog page. The main content area features a large banner image of two hands. Below the banner, the word 'Contact Us' is centered. The page includes a message of thanks for registering, a 'DonorSearch' partnership announcement, and an 'Arrival Information' form. To the right, there is a 'Retreat Agenda' section with a download button and a map of a city area with a red pin.

Interested in working together?

Reach me at marina@peiranoconsulting.com.