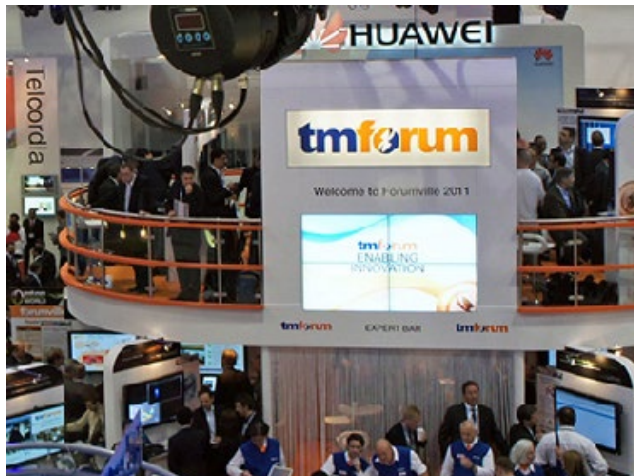
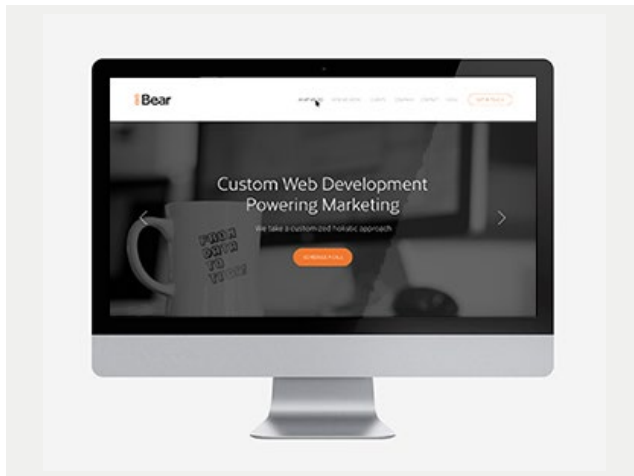
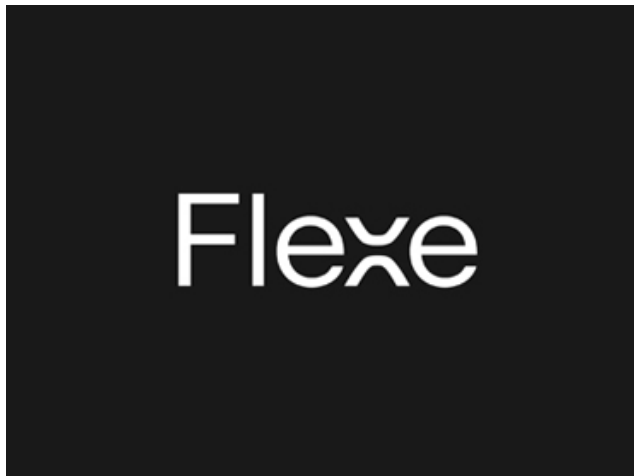
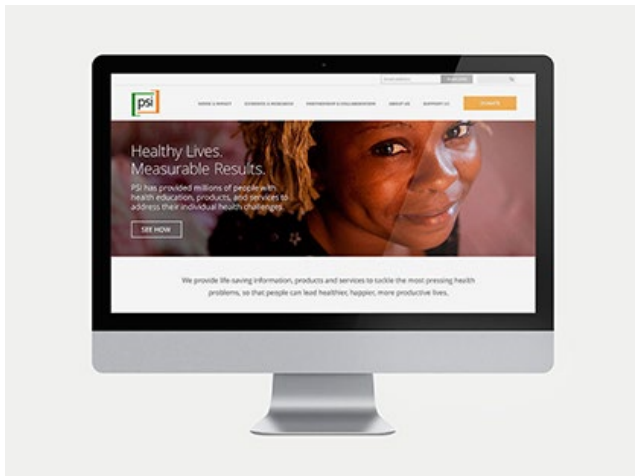


Peirano

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.

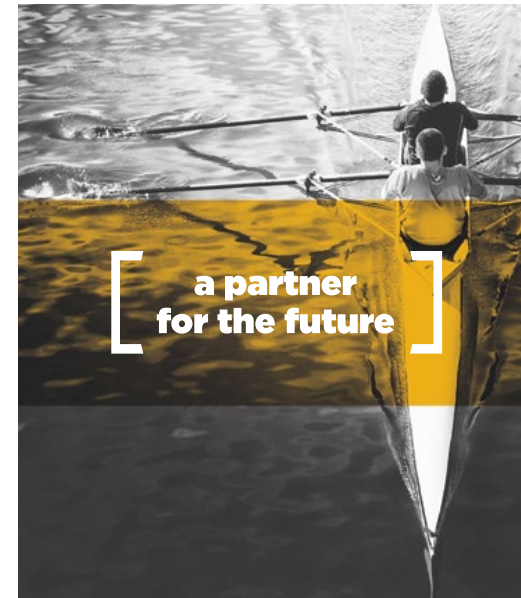
Safeco

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 conversion process takes into account the state of your book, how much you want to be involved and the kind of transfer experience 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 level of automation allows us to easily benchmark the coverages, limits and deductibles of most personal lines policies. Many books also qualify for price matching, which means the prior renewal premium is matched and then reaches the Safeco premium over time, making a seamless transition for your customer. On average, transitioning can be completed within three to seven years for the policy in reach to Safeco's premium. (Safeco's new pricing is subject to underwriting review and is not available in AK, CA, GA, HI, IL, IN, MD, MI, NY, NJ, PA, RI, SC, VA, WA, WI, WY or DC.)
- Safeco partners with numerous agency management system vendors, so you can extract existing data within minutes and get back to your day.



Communications & Support

- A successful transfer depends on engaging your policyholders at the right time and in the right way. Working with you, Safeco will send customized, co-branded communications on your behalf, notifying your customers about the change. You send us the customer policy details 30 days before we need, and we'll handle the heavy lifting.
- When appropriate, our Licensed Sales Center professionals can call your customers to explain the transfer process, help cross-sell and convert policies and take care of the signature forms — all at no cost to you. If you need further support to free up your time and ensure an efficient book consolidation process, our 24x7 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 bank of prospects.
- **Producer loan support.** 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, mentoring and coaching a new producer.** Our educational webcasts teach the principal/mentor the fundamental skills to help keep the producer on track, establish regular accountability, implement a prospecting game plan and teach successful sales practices.
- **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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[the safer you drive,
the more you save.]

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 coverages.

©2017 Liberty Mutual Insurance Company. 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 statements made are 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 130426 2017/02

[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 win. From producer-development and agency-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 is therefore general in nature. Every agent and broker is responsible for knowing the guidelines and laws that govern rating, underwriting, and claims handling in their state. Coverages and features not available in all states; see the Product Guide(s) for details.



877-904-5335 | SafecoRightTrack@Safeco.com

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[we made it easier for you to sell
Safeco® 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 SafecoNow.com.



*Limited liability corporations, limited liability partnerships, or limited partnerships used solely for the purpose of residential property ownership are eligible business entities. Limited to 4 or 15 insurable units, varying by state, across all of a customer's landlord policies. The audience for this information includes agents and brokers nationwide, and is therefore general in nature. Every agent and broker is responsible for knowing the guidelines and laws that govern rating, underwriting, and claims handling in their state. Coverages and features not available in all states; see the Product Guide(s) for details. Not available in CA.

AP 130426 2017/02

Questions?
Call or email us:
877-934-5335
SafecoRightTrack@Safeco.com



877-904-5335 | SafecoRightTrack@Safeco.com

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AP 130426 2017/02

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

Welcome to RightTrack!

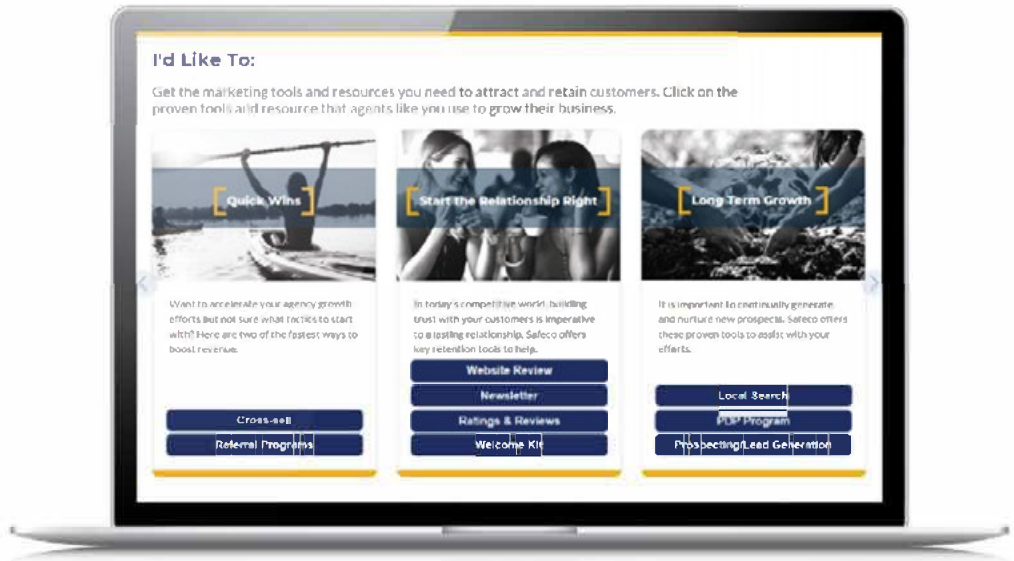
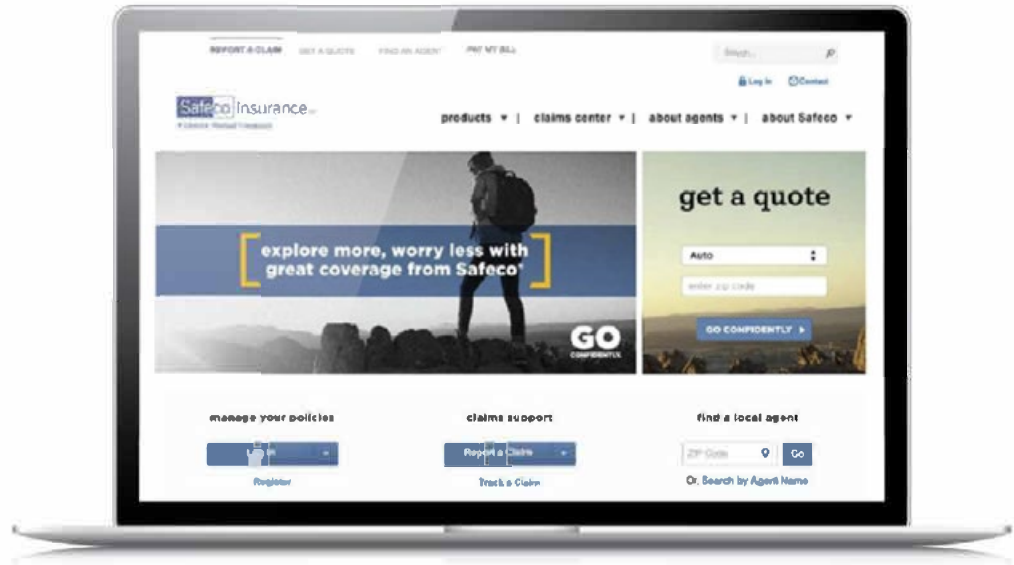
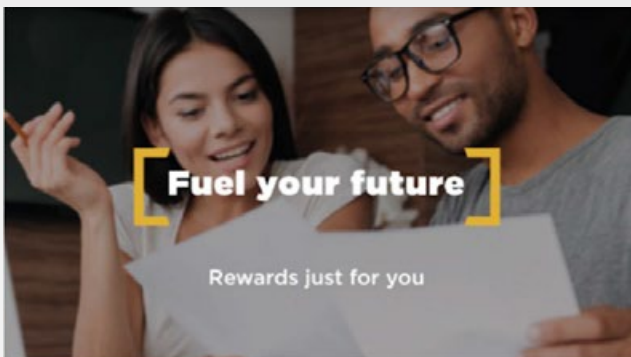
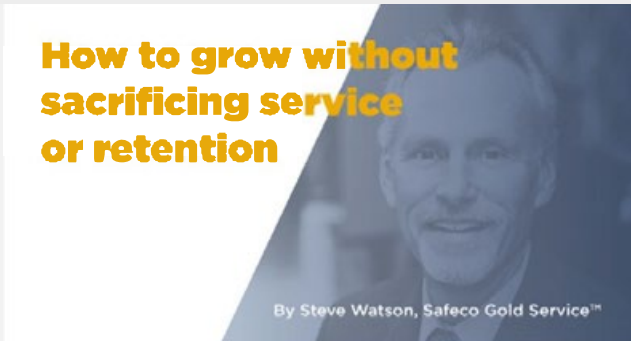
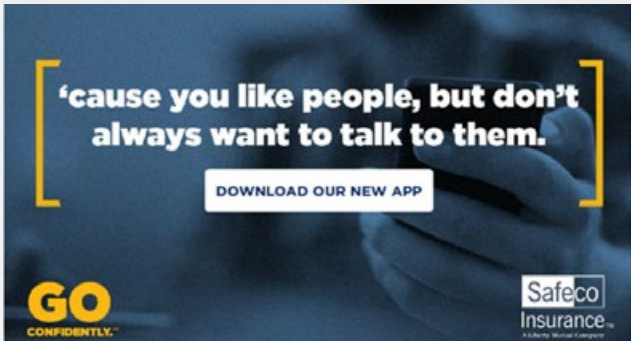
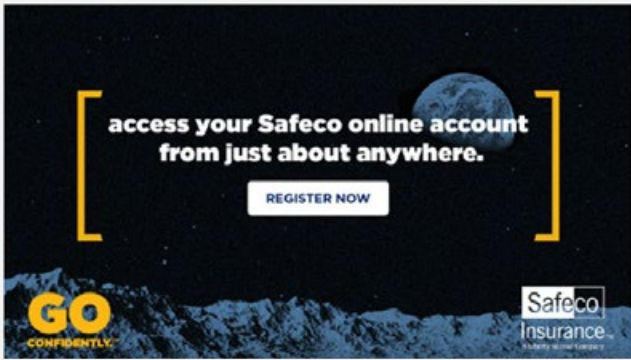
To begin participating in the program, simply plug in the enclosed device and start driving. You'll enjoy a premium discount just for participating—and a final savings of up to 30% in just 90 days.

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!

RightTrack



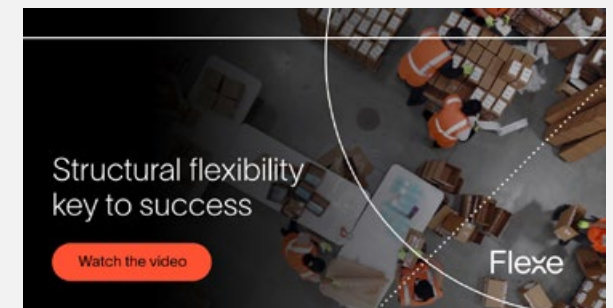
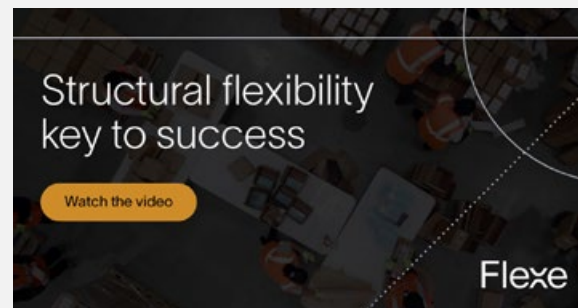




Flexe

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





Graphic designed for a groceries bag
celebrating the Earth Day.



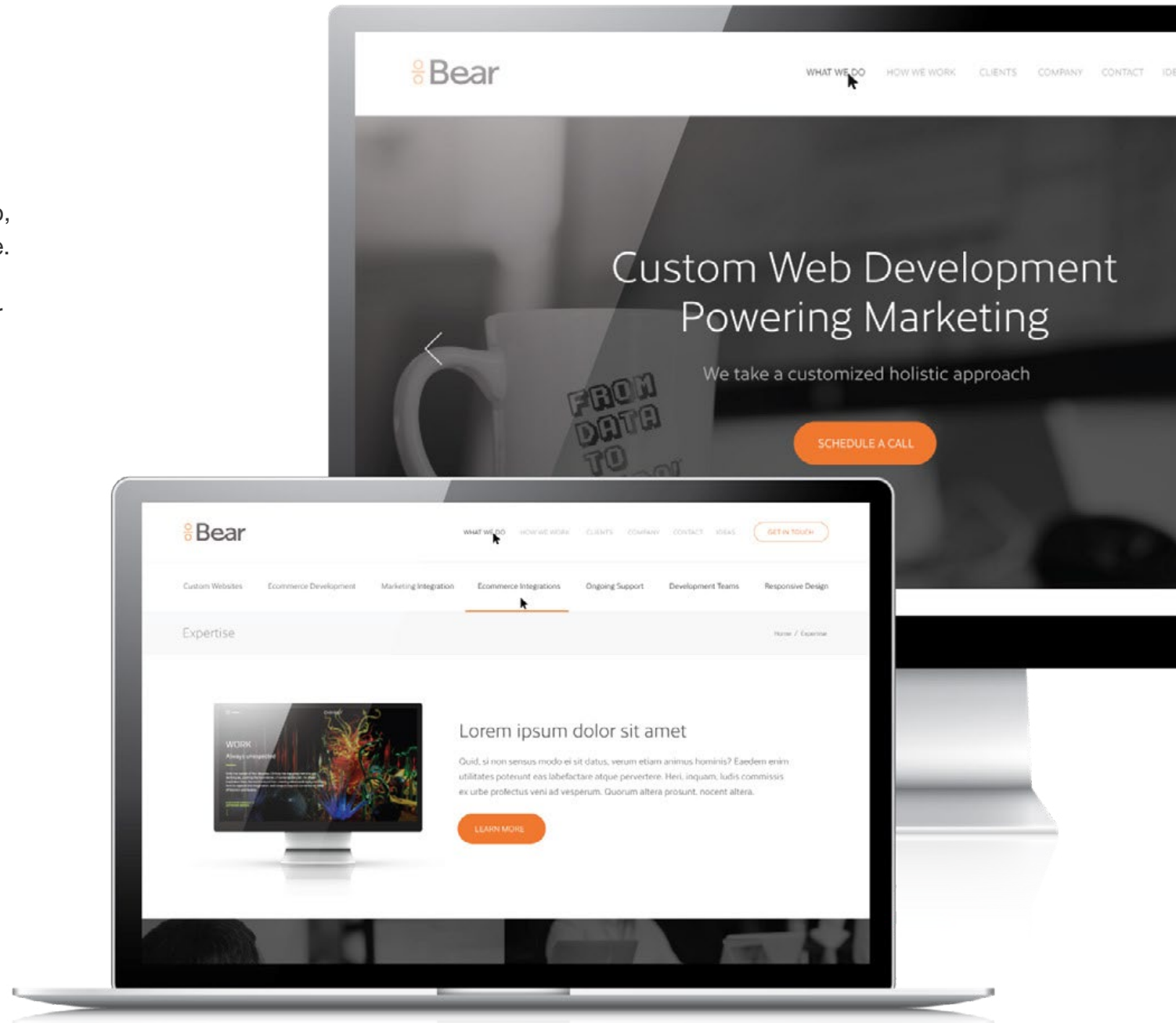
EARTH DAY

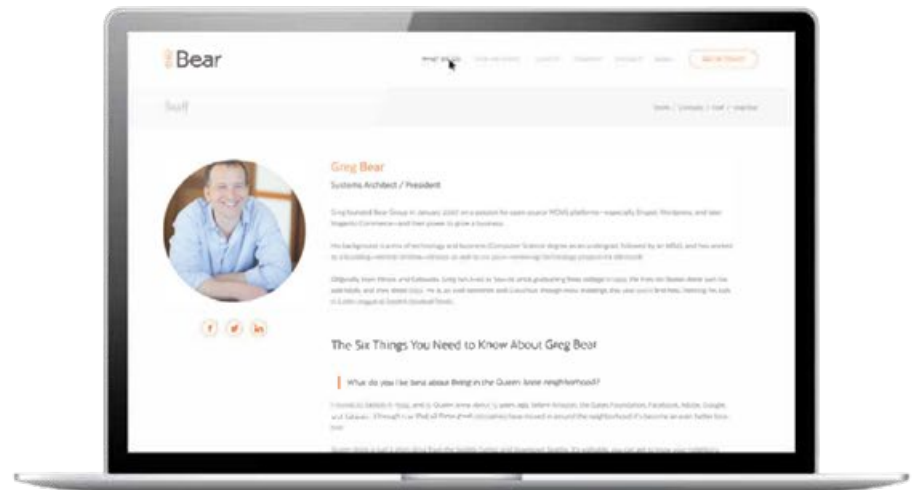
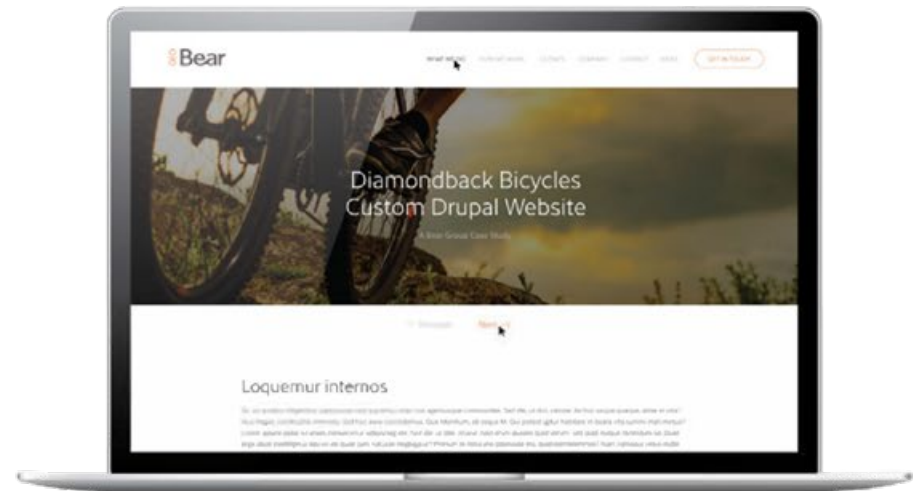
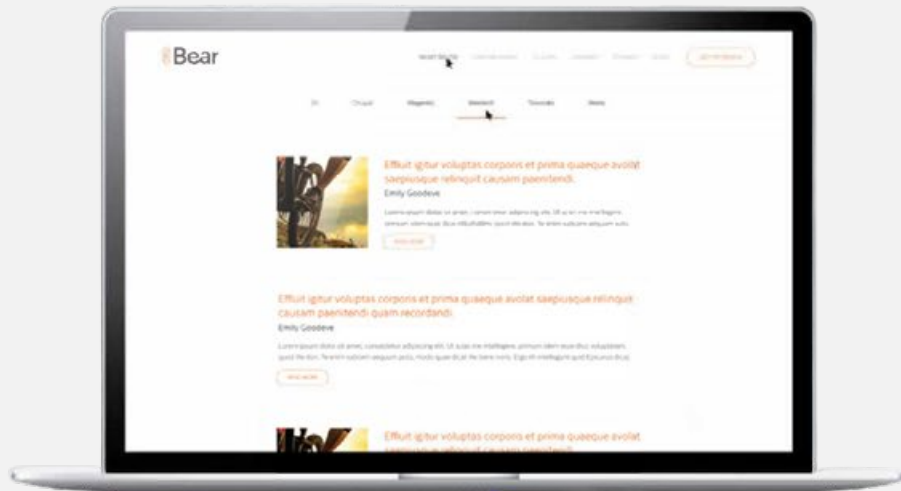
TURN 10 STUDIOS

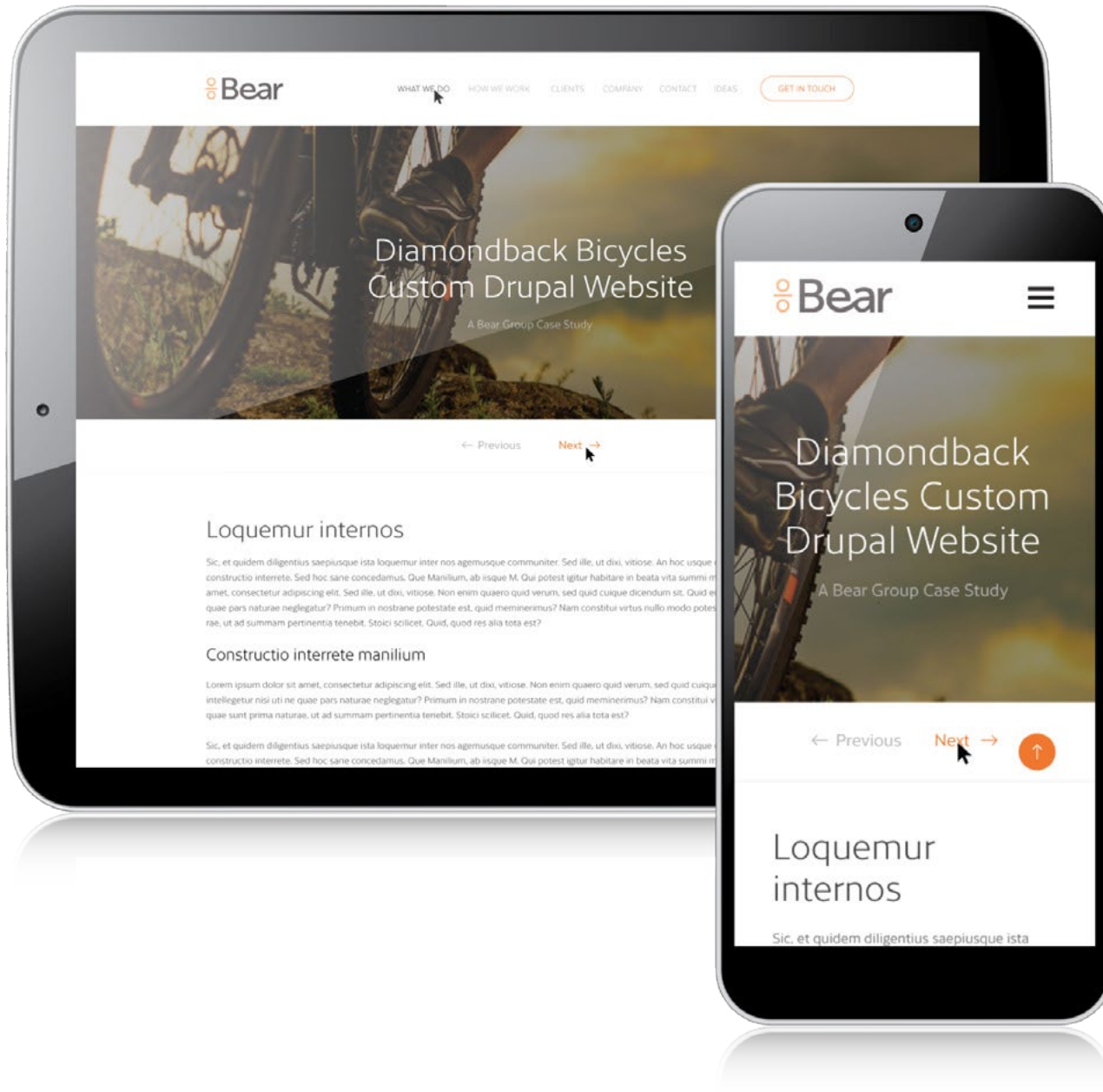
Bear Group

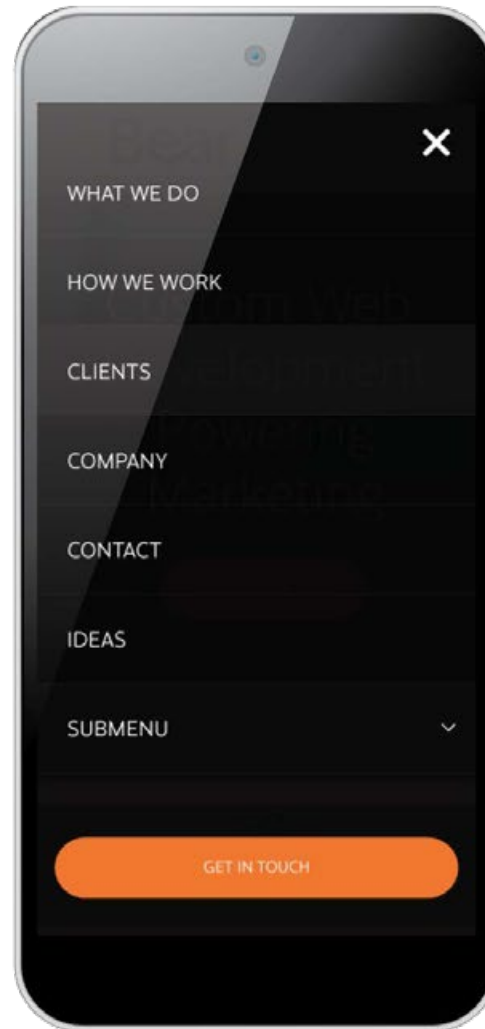
Website redesign for Bear Group, a development agency in Seattle. The final deliverables included the homepage and subpages for desktop, tablet and mobile.

Year: 2018









JH&C

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

Year: 2025



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LAWYERS AND COUNSELORS

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LAWYERS AND COUNSELORS

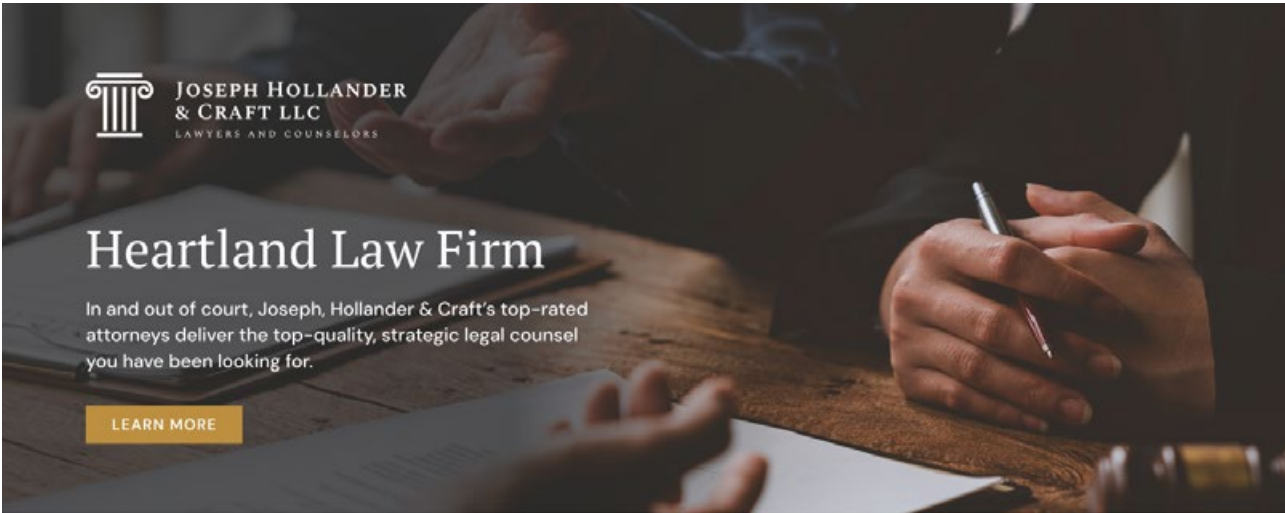
JOSEPH HOLLANDER & CRAFT
LAWYERS AND COUNSELORS

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JOSEPH HOLLANDER & CRAFT
Lawyers and Counselors

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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.

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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

”

“Voluptat 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

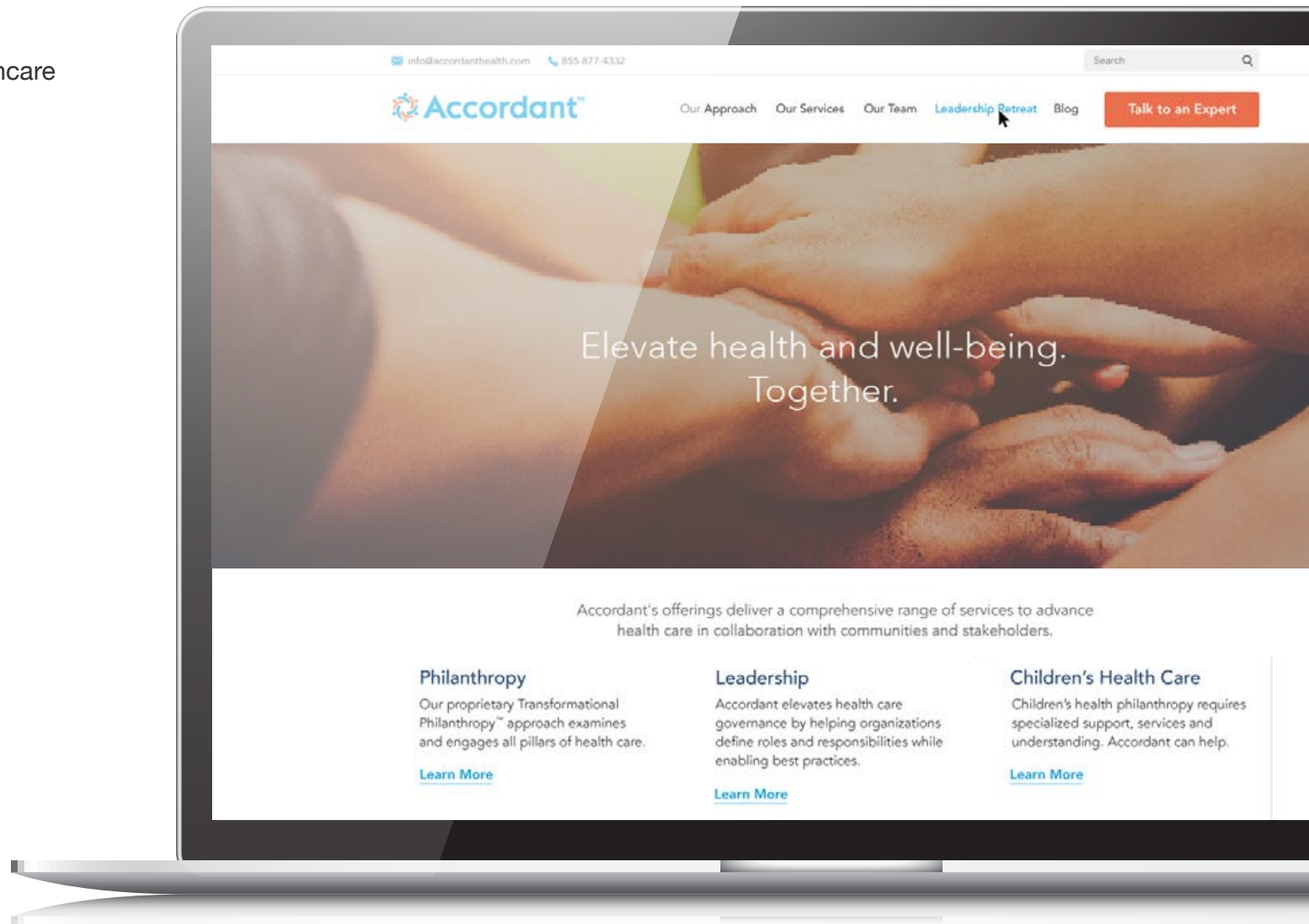
SECONDARY BUTTON

TERTIARY BUTTON

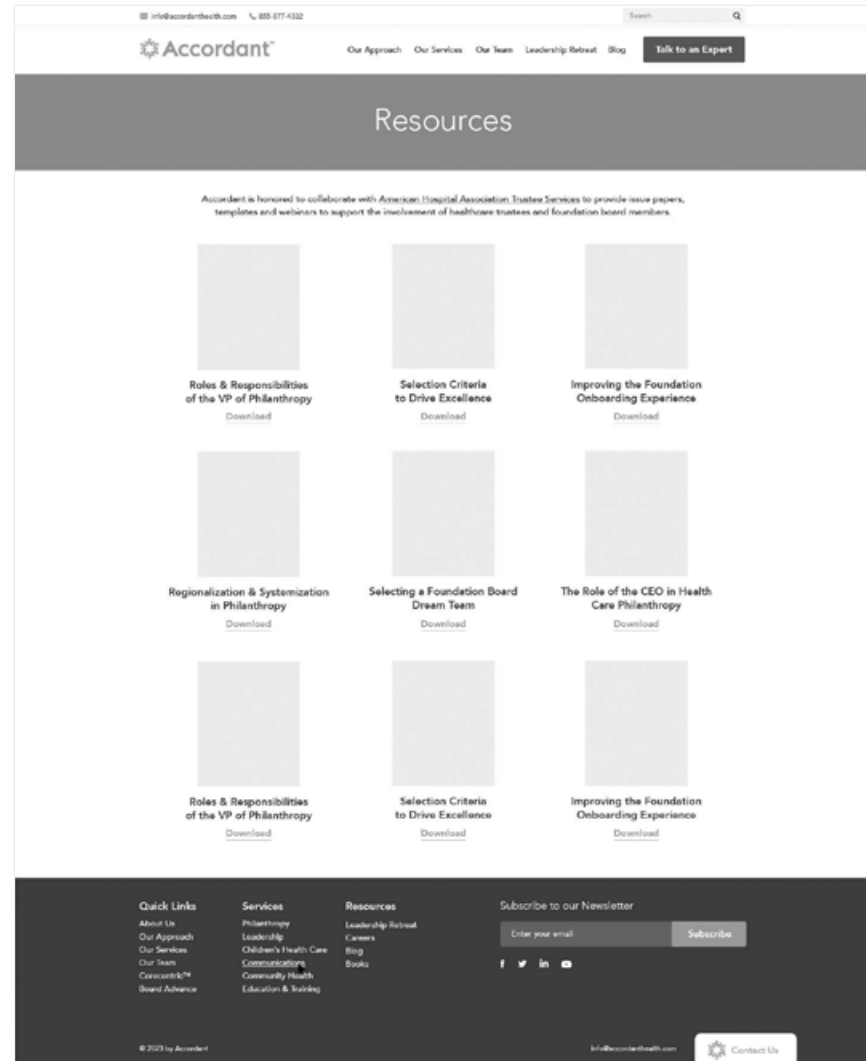
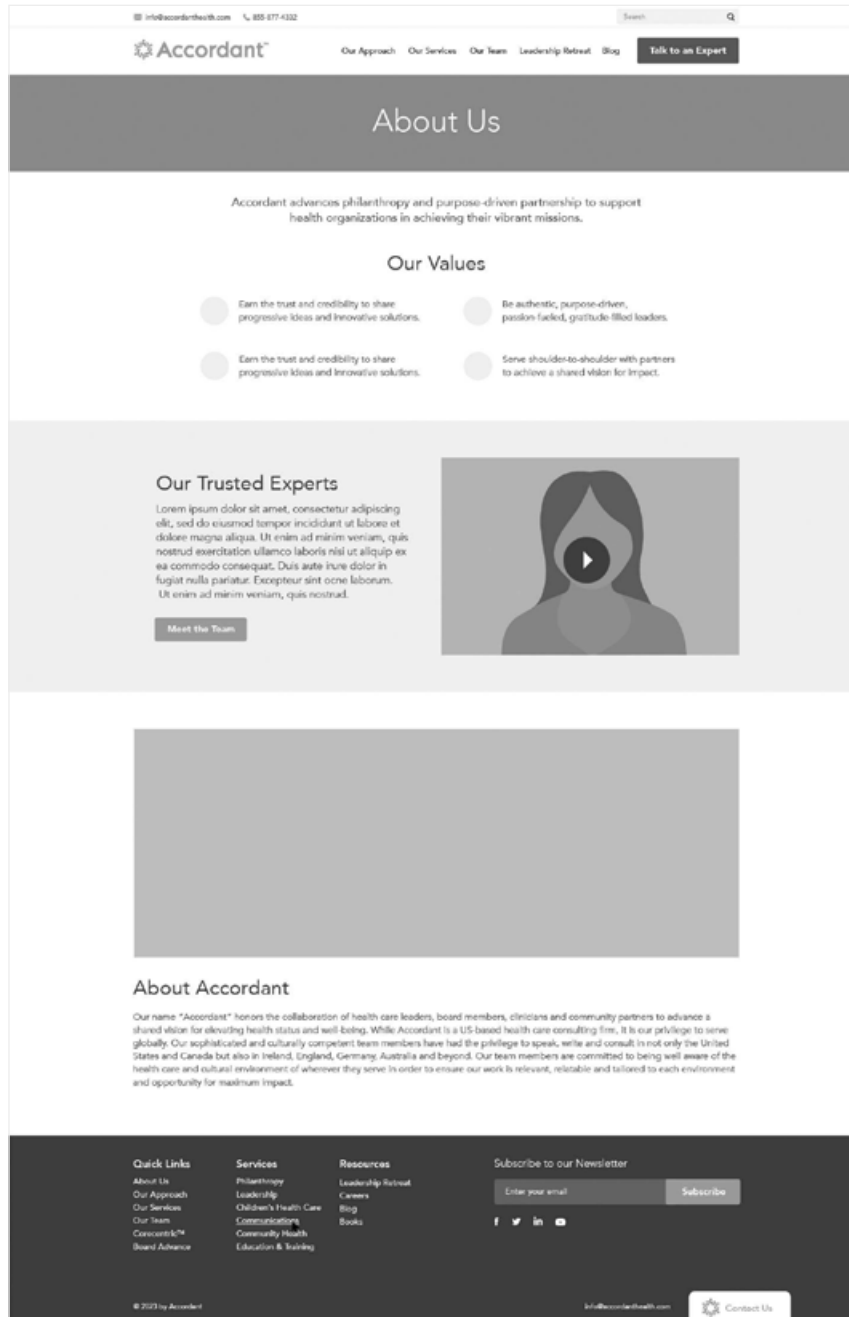
Accordant

Website redesign for a healthcare company in Florida.

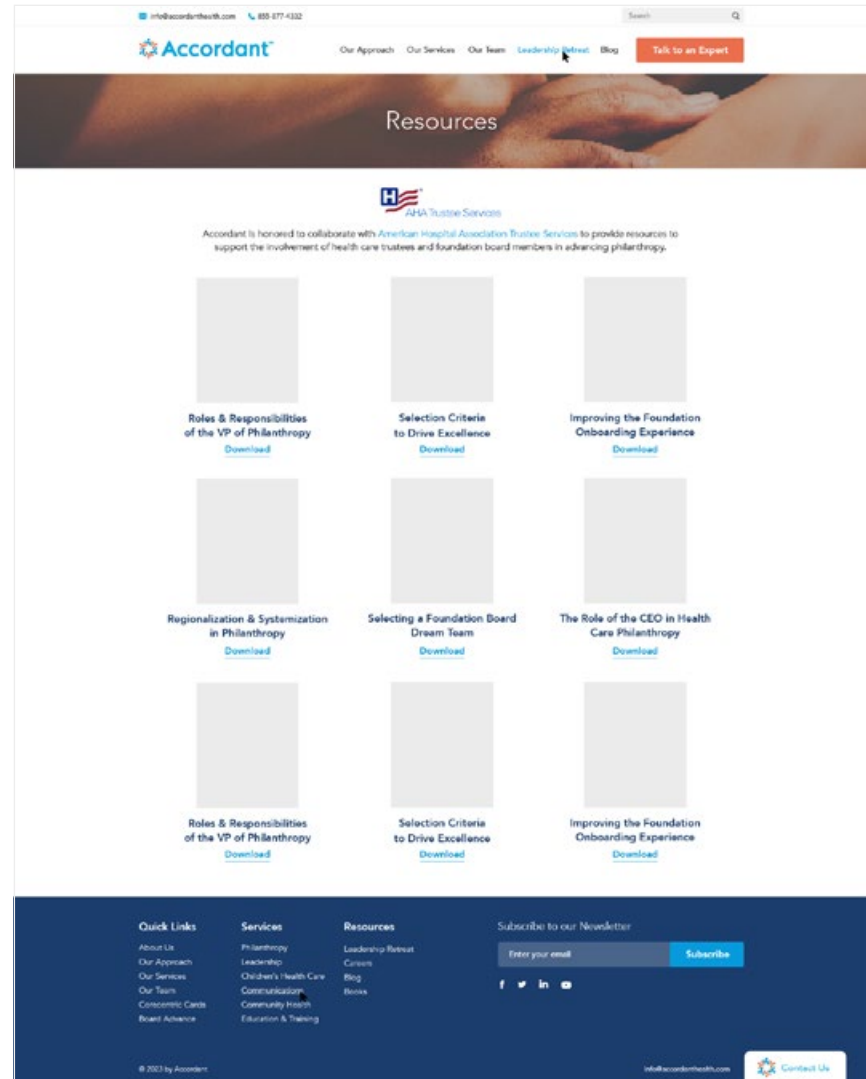
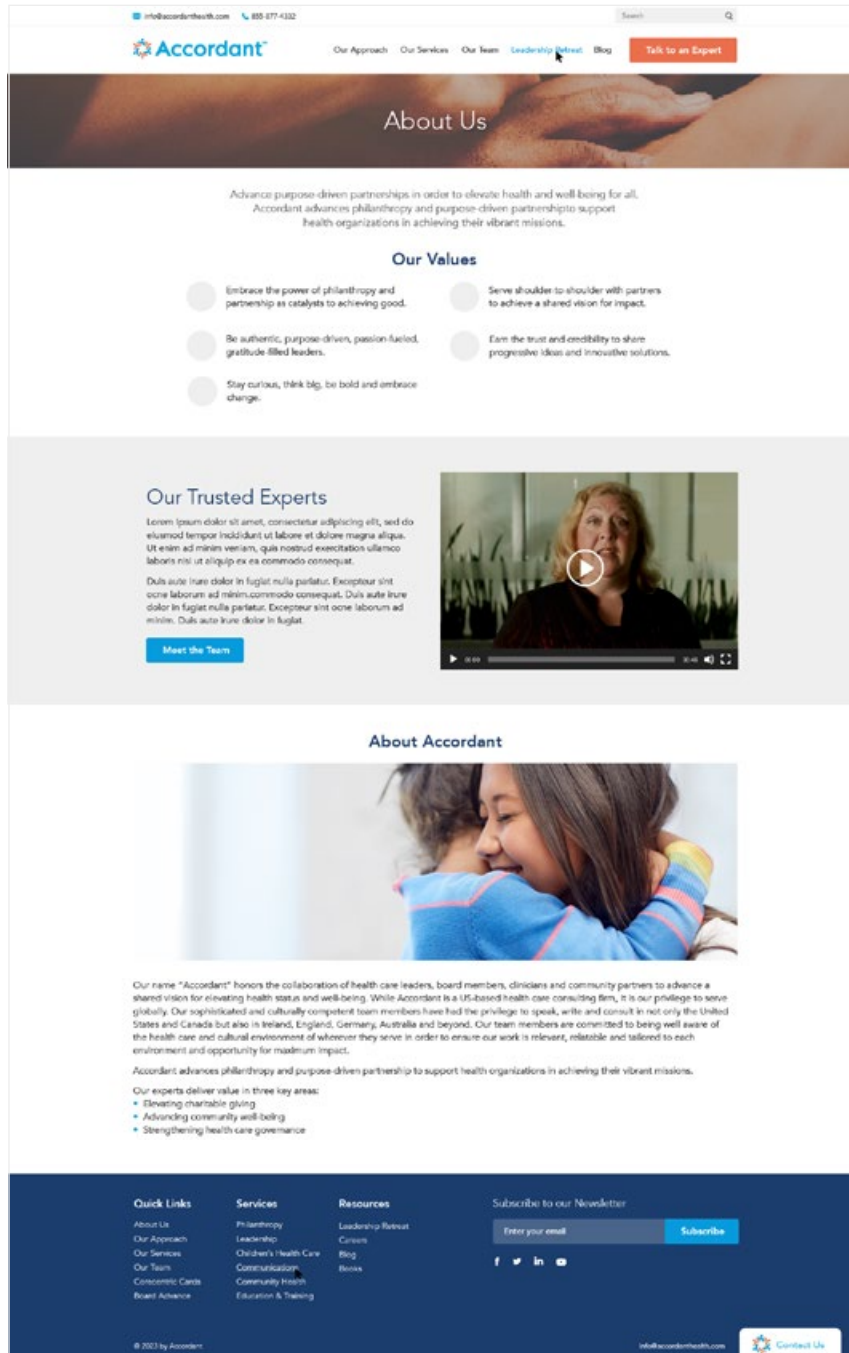
Year: 2024



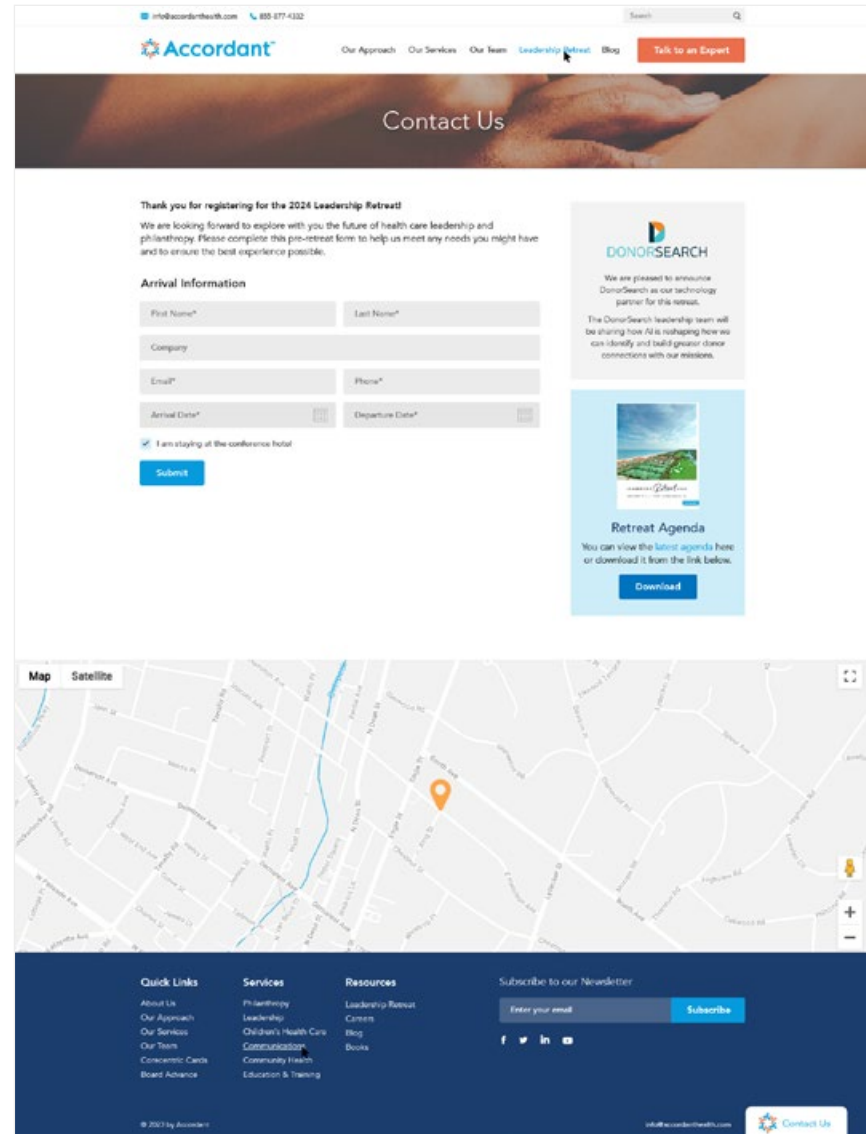
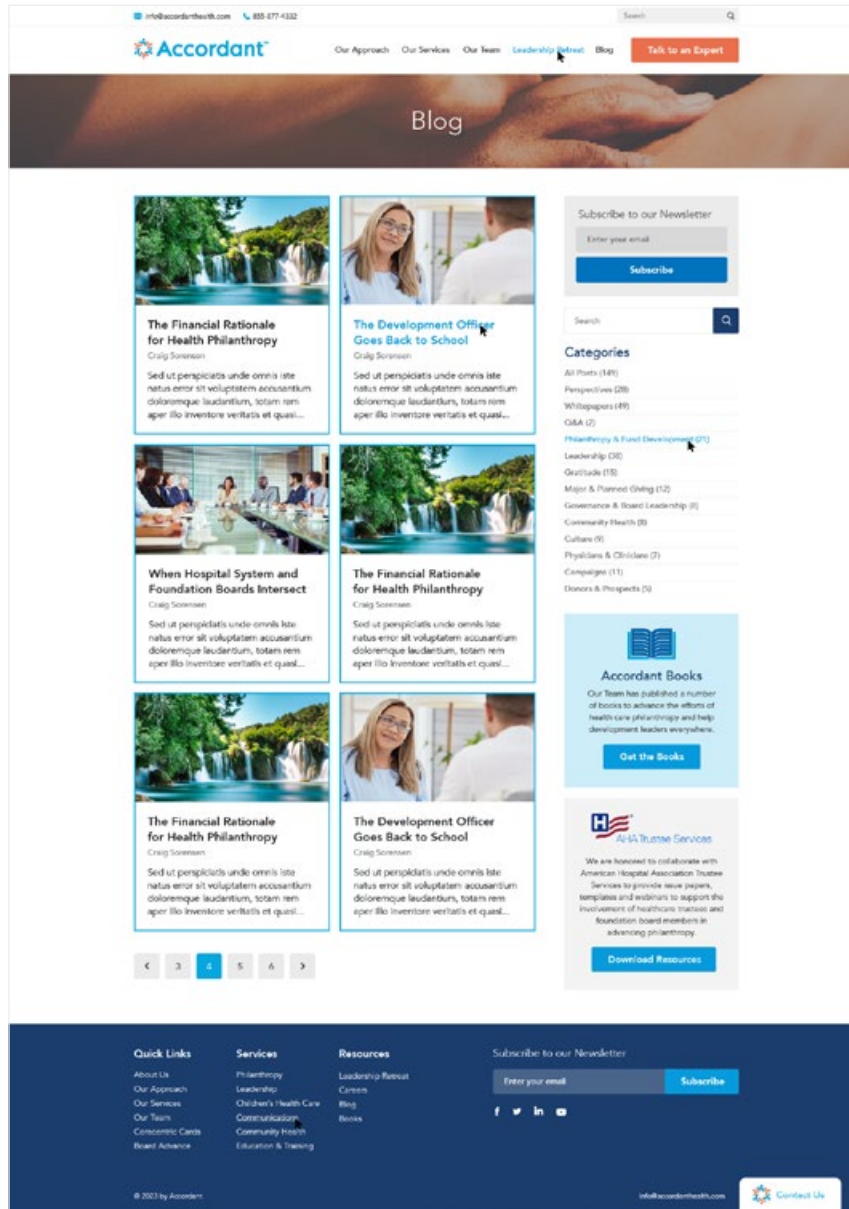
Wireframes



Prototypes



Prototypes



Interested in working together?

Reach me at marina@peiranoconsulting.com.