

VALENTIN SUAREZ MACKEPRANG

ART DIRECTOR / DESIGNER / WEB DEV

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PROFILE

Art Director and Designer based in London. Brand identity, Art Direction, Web Design and Development — for fashion, retail, and brands that move culture. Fast, editorial, typography-led, hands-on from concept to code.

KEY SKILLS

Adobe Creative Suite · Figma · UX/UI · Webflow / CMS · React Components · GitHub · Vercel · VS Code
API's · Claude CLI · Presentation Decks · Data Visualisation · Social Content · Brand & Sales Collateral · OAuth

DESIGN & WEB EXPERIENCE

Web Designer & Developer *OffCut Productions, London, UK.*

05/2026 – 08/2026

- Designed and built a full custom website from scratch (Next.js, Vercel) for a video production company with four sub-brands, replacing the need for a template or no-code platform.
- Built an admin dashboard and client portal with Google OAuth, letting the team manage projects, stages, and client messaging directly from the live site with no code editor required.
- Integrated Mux video infrastructure, automated thumbnail/GIF generation, a stage-tracker workflow, and a contact form pipeline, while keeping the site fast, SEO-optimised, and fully responsive. [offcutproductions.com]

Co-Founder *Local / assets™, London, UK.*

01/2026 – PRESENT

- Founded and built the brand and product from scratch for a live-venue asset infrastructure platform: identity, platform design, and go-to-market strategy for automated capturing, archiving, distributing and monetising performance content for venues and artists. [local-assets.com]

Web Designer *Habitat.s, Knysna, South Africa.*

12/2025 – 03/2026

- Drove product strategy and UX/web design for an AI-powered Real Estate app, integrating LLMs and API's into the design and product workflow from concept to a functional, commercially viable tool.

Creative Designer *Freelance, Global.*

01/2022 – PRESENT

- Design brand identities, packaging, presentations, and digital content for clients across multiple sectors, working in Adobe Creative Suite and Figma.
- Manage multiple concurrent projects independently, delivering high-quality creative work on time while building strong, lasting client relationships.

Art Director *Moscu Agency, Buenos Aires.*

08/2019 – 10/2021

- Led art direction, deck design, and brand strategy for clients and pitch presentations, including campaigns for global brands such as Absolut, Havana Club, Starbucks or Burger King.

Art Director - Intern *Sony Music, Madrid, Spain.*

01/2019 – 03/2019

- Contributed to Art Direction and Design for print and digital assets across major artist campaigns, including layout and design for CD and Spotify Covers for Rosalia, Tangana, Aaron Smith, Becky G or Ozuna.

EDUCATION

Master's Degree, Art Direction – Advertising *Miami Ad School, Buenos Aires / Madrid*

03/2018 – 09/2019

Degree, Advertising & Institutional Communications *UCA University, Buenos Aires, Argentina*

03/2016 – 01/2018