

# RESU

# MME

## CONTACT

[luisbaca013@gmail.com](mailto:luisbaca013@gmail.com)

(915) 487-7391

[linkedin.com/in/luisbaca013/](https://www.linkedin.com/in/luisbaca013/)

[luisbaca.me](http://luisbaca.me)

## EXPERIENCE

### Feb 2023 - Present

Senior Art Director  
Dieste

Created integrated campaigns, pitched to clients, and designed digital and print content for brands such as AT&T and Progressive.

### Sep 2021 - Feb 2023

Art Director  
BBDO

Designed and conceptualized for a wide range of clients that includes The Home Depot, Georgia Lottery, Intuitive, Bayer, and Honey Baked Ham.

### May 2021 - Sep 2021

Art Director  
Dell Blue

Concepted and designed for Dell Technologies internal creative agency, creating broad campaigns and product launches for their consumer and commercial business.

## EDUCATION

University of Texas  
at Austin  
**B.S. Advertising**

## AWARDS

2026 **USH Young Lions**  
2026 **LIA Mentee**

