

RESU

ME

CONTACT

luisbaca013@gmail.com

(915) 487-7391

linkedin.com/in/luisbaca013/

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

Shortlist
Winner
2026

Cannes Young Lions
US Young Lions
LIA Mentee

