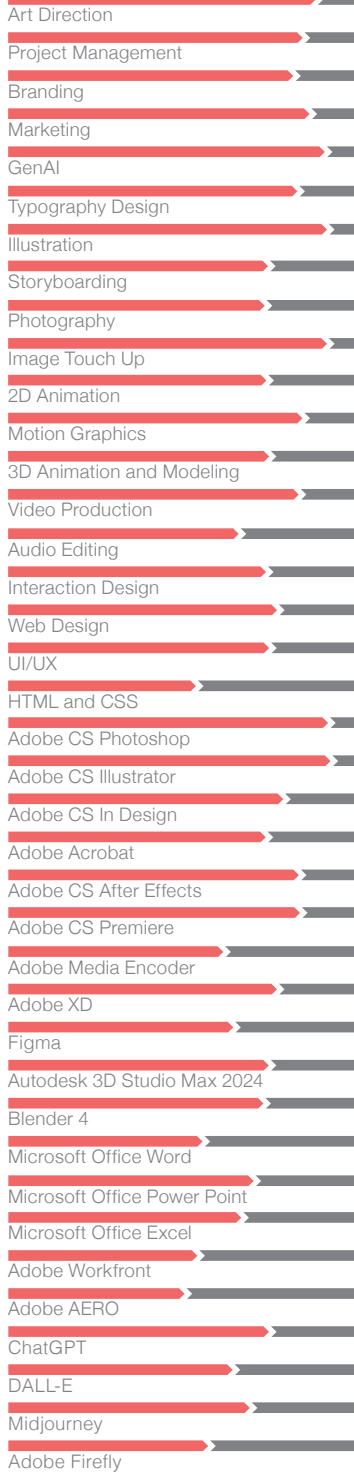




Juan Biancardi
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Skills and Expertise



Languages



Interests



Experience

The Boston Consulting Group (BCG) Design Studios. Field: Consulting, Graphic Design and Advertising.
Design Manager (Art Director) May 2022 - Present. Greater Atlanta, Georgia, USA.

Empowered creativity and collaboration within a dynamic team of six designers, fostering a culture of innovation and excellence in every project. Delivered high-impact design solutions across digital, UI/UX, and motion graphics, while pushing the boundaries of design and storytelling.

Key Contributions:

- Directed over 120 diverse design projects, consistently achieving exceptional creative outcomes.
- Defined and implemented systematic design frameworks, ensuring cohesive branding and user-centric solutions.
- Guided cross-disciplinary teams to align design strategies with business objectives, earning the 2023 Global Design Studios Pioneer Innovator award.
- Served as a Subject Matter Expert in 3D, motion graphics, animation, and illustration, setting a high bar for craft and detail.

The Home Depot. Field: Retail.

Digital Designer/Visual Designer. Nov 2017 - April 2022. Greater Atlanta, Georgia, USA.

Redefined the visual and user experience for e-commerce by crafting compelling, brand-aligned designs that resonated with diverse audiences. Collaborated with cross-functional teams to create systematic branding solutions that elevated customer engagement.

Key Contributions:

- Spearheaded the development of brand standards and Rich Content visuals, optimizing design quality and consistency across thousands of SKUs.
- Advocated for innovation by integrating emerging technologies, such as 3D design tools, and leading training sessions to upskill the design team.
- Delivered creative solutions for high-profile campaigns, including the most successful holiday campaign in the company's history.

Everwell Parts. Field: Retail.

Art Director. May 2015 - Nov 2017. Doral, Florida, USA.

Shaped the company's brand identity and visual language, driving creative direction across product lines and marketing campaigns. Applied strategic thinking to transform brand challenges into visually compelling solutions.

Key Contributions:

- Designed and executed a cohesive brand identity system, delivering consistent messaging across over 2,000 products.
- Pioneered systematic frameworks for product packaging, marketing, and social media, enhancing brand recognition and customer engagement.
- Leveraged expertise in typography, layout, and visual storytelling to craft memorable and impactful design systems.

Great HealthWorks. Field: Health and Wellness.

Motion Graphic Designer. October 2014 - May 2015. Fort Lauderdale, Florida, USA.

Figment Design. Field: Graphic Design, Advertising and Marketing.

Senior Graphic Designer and Illustrator. April 2014 - October 2014. Miami, Florida, USA.

Spinto LLC. Field: Industrial Design.

Art Director and Designer. April 2012 - April 2014. Miami, Florida, USA

La Universidad del Zulia. Field: Education.

Design Professor. October 2010 - August 2013. Maracaibo, Zulia, Venezuela.

Universidad Rafael Belloso Chacin. Field: Education.

Media Designer. January 2006 - August 2011. Maracaibo, Zulia, Venezuela.

Education

University Rafael Belloso Chacin (Universidad Rafael Belloso Chacin)

Educational Advancement. Completion date: January 2009 Duration: 1 year. Maracaibo, Zulia, Venezuela.

AP Animation

3D Character Animation and Special Effects. Completion date: January 2005 Duration: 1 year. Caracas, Distrito Capital, Venezuela.

The University of Zulia (La Universidad del Zulia)

Bachelor in Graphic Design. Completion date: April 2002 Duration: 5 years. Maracaibo, Zulia, Venezuela.

Conferences, Publications and Awards

DMI Design Leadership Conference

Attendee. October 2022. Boston, Massachusetts.

Driver vs Driver 2 (Golf Channel and Wilson)

TV Reality Show Contest about Golf Club Design (Graphic and Industrial Design) Made it into the finals. November 2017 to February 2018. Will be on-air on Fall 2018. Chicago, Illinois, USA.

A Venezuelan Branding Book

Venezuela CMYK - Brands. Pages: 121,151, 158. November 2012. Publisher: Grupo Intenso C.A. Caracas, Distrito Capital, Venezuela.

Universidad de Palermo

Exhibitor. Speech on Infographics for web based courses. July 2008. Buenos Aires, Provincia de Buenos Aires, Argentina.