



DEBORAH MEDREZ

CREATIVE DIRECTOR & SENIOR DESIGNER

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- Portfolio: desmedresh.com
- LinkedIn: [linkedin.com/debym](https://www.linkedin.com/debym)
- IG: [instagram.com/desmedresh/](https://www.instagram.com/desmedresh/)

EDUCATION

January 2015

Bachelor of Arts: Creative Writing & English Literature

Stern College for Women, Yeshiva University, New York

January 2024

Graphic Design Specialization

EduMac, Mexico City

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)

Figma, Canva, Wix / Wix Studio

AI: Midjourney, Runway, Sora

PROFESSIONAL SUMMARY

Multidisciplinary Creative Director and Senior Designer with extensive experience across branding, visual systems, content writing, illustration, and video direction. Hands-on in both creative leadership and execution, translating strategy into cohesive, narrative-driven visual and content systems. With a background in Creative Writing, brings a strong storytelling lens to design—building immersive brand worlds that connect aesthetics, clarity, and emotion across digital, physical, and audiovisual touchpoints.

SKILLS

Creative Direction & Strategy

Creative Direction, Art Direction, Brand Systems, and Visual Storytelling—turning business goals into clear, scalable visual systems.

Visual & Multimedia Design

Hands-on design of visual assets (web/landing pages, campaign ads, social content, pitch decks, illustration, video, storyboards) from concept through final execution.

Writing & Content

Editorial Writing, UX Writing & Microcopy, Brand Voice, Copywriting, and Scriptwriting—using language to support clarity and narrative.

Digital Campaigns

End-to-end creative for YouTube, Meta, and TikTok—concepting, designing, producing, and iterating based on performance.

WORK HISTORY

2019 - Current

Founder & Creative Director, Desmedresh Productions, Mexico City

Photography & Video Production
(camera shooting + basic
lighting/audio)

Mixed Media & Analog Processes
(painting, collage, mixed media)

LANGUAGES

English



Bilingual or Proficient (C2)

Spanish



Bilingual or Proficient (C2)

Hebrew



Upper intermediate (B2)

- Founded and currently lead an independent creative studio delivering hands-on branding, design, content, and storytelling for startups, cultural institutions, and creative projects.
- Conceptualize, design, and execute brand identity systems, visual assets, editorial content, video pieces, campaigns, and merchandise—from early concept through final delivery.
- Define narrative frameworks and visual languages, ensuring coherence across digital, physical, and audiovisual touchpoints.

2019 - Current

Creator & Creative Director, Ziburta, Mexico City

- Conceived and directed a narrative-driven creative project blending music, visual identity, video direction, and performance into a cohesive artistic universe.
- Led concept development, visual storytelling, branding, and audiovisual production for all releases.
- Directed high-production music videos and visual campaigns focused on atmosphere, character, and world-building.

2018 - 2019

Designer & Content Writer, Comunidad Monte Sinaí, Mexico City

- Designed editorial layouts and visual assets for print and digital publications.
- Wrote and edited culturally focused articles and content aligned with community identity and messaging.

2011 - 2014

Editorial Intern, The Algemeiner Journal, New York, NY

- Researched and wrote cultural reporting, opinion pieces, and arts features for an international print & digital publication.

2014 - 2015

Creative Development Intern, The Weinstein Company, New York, NY

- Assisted film development teams with script coverage, narrative analysis, and pre-production research.