

# Leonardo Clavijo

AI Creative Designer | Ad Creative • Landing Pages • Digital Campaigns

Latam / Remote | [portfolio.leonardoclavijo.com](https://portfolio.leonardoclavijo.com) | [clavijoleonardo98@gmail.com](mailto:clavijoleonardo98@gmail.com) | [linkedin.com/in/leonardo-clavijo](https://linkedin.com/in/leonardo-clavijo)

## Profile

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AI Creative Designer with 4+ years creating ad creatives, landing pages, brand systems, and digital campaign assets for US and European clients. Currently designing lead-generation ad creatives at MassConnect and building Webflow landing pages using AI-assisted workflows. Trilingual in English, Spanish, and French.

## Skills

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Ad Creative, Landing Pages, Digital Campaign Assets, Brand Identity, Social Media Design, Motion/Video Content, Webflow, AI-Assisted Workflows, Claude Code, Lovable, Figma, Adobe Creative Suite, Midjourney, Firefly.

## Professional Experience

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**MASSCONNECT - Ad Creative Designer (Freelance)** | March 2026 - Present (Remote, US)

- Designed direct-response ad creatives and campaign visuals for mass tort lead-generation campaigns across paid digital channels.
- Translated performance briefs into platform-ready creative variations for testing, iteration, and conversion-focused messaging.
- Balanced visual quality, clarity, and compliance-sensitive communication across campaign angles, audiences, and funnel stages.

**STUDIO 11 - Brand & Digital Designer** | Jan 2025 - February 2026 (Remote)

- Led the studio's brand refresh across logo system, typography, color, visual identity, and digital/print touchpoints.
- Redesigned the studio website and launched client websites from brief to delivery, improving hierarchy, clarity, and brand alignment.
- Built a working AI-assisted client proposal generator using Lovable to streamline internal proposal workflows.

**FREELANCE - Digital Designer / Landing Pages & Campaign Assets** | August 2022 - Present (Remote)

- Designed Webflow websites and landing pages for client brands, in collaboration with Ekta Studio, a France-based brand studio.
- Used Claude Code and AI-assisted workflows to accelerate layout exploration, landing page builds, and Webflow implementation.
- Delivered brand identity systems, campaign graphics, and digital assets for startups, agencies, and marketing teams across the US, Latam and Europe.

**FLOA BANK — Junior Multimedia Designer** | 2021 - 2022 (Bordeaux, France)

- Produced branded video content, digital graphics, and presentation materials for internal marketing and communications teams.
- Adapted creative assets across formats while maintaining brand consistency, campaign timing, and content calendar deadlines.

## Education

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**Bachelor's Degree in Graphic Design** — Bordeaux Ynov Campus (2022)

**BTS Communication & Marketing** — ENC Bessières Paris (2020)