

Oscar Vasco

Visual Brand Lead | Creative Strategy | Brand Systems | Design Leadership

MOBILE: +61 421 873 986

EMAIL: ovasco@me.com

LINKEDIN: [oscar-vasco-mc](https://www.linkedin.com/in/oscar-vasco-mc)

PORTFOLIO: oscarvasco.com

Visual Brand Lead and Creative Director with over 20 years of experience driving brand transformation and visual storytelling across corporate, public and agency sectors. Experienced in leading global design initiatives and managing cross-functional teams, delivering scalable brand systems and high-impact creative across international markets.

Proven track record working with organisations including Accenture, Cisco and Google Cloud, translating complex information into clear, effective design solutions across digital and print platforms.

Summary of Skills

Corporate Branding • Brand Identity Systems • Creative Direction • Visual Storytelling • UX/UI Design • EDM Design • Print & Digital Collateral • Brand Governance • Customer Journey Mapping Project Management • Canva Enterprise • CRM (MS Dynamics 365) • Hootsuite • Client Engagement • Design Thinking

Education

Master's in Business, Marketing Major

Queensland University of Technology
(Brisbane, Australia)

ACTIVITIES: Graphic Designer within the internal visual communication department tasked with creating print and digital materials.

Bachelor's Degree, Communication Major

Universidad Iberoamericana
(Mexico City, Mexico)

Additional Information

SKILLS:

DESIGN & CREATIVE TOOLS: Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Dreamweaver), Canva, Figma

DIGITAL & MARKETING PLATFORMS: CRM (Microsoft Dynamics 365), Hootsuite, HTML

PROJECT MANAGEMENT: WorkBook, Microsoft Office Suite

LANGUAGES: English (Fluent), Spanish (Fluent)

HOBBIES AND INTERESTS: Open water swimming, running and visual arts

References

Referees available upon request.

Experience & Impact

Independent Design Lead / Creative Consultant

Sydney, Australia

Visual Brand Lead

October 2025 – Present

- Lead design strategy for global clients through C&Z Marketing, including the Cisco 360 Partner Program
- Manage a distributed team of 12 designers across the Americas and Europe, ensuring consistency and quality across all deliverables
- Develop scalable template systems and creative frameworks to support global partner marketing initiatives for Cisco
- Collaborate directly with senior stakeholders, providing regular updates and aligning creative output with strategic objectives
- Lead brand development and ongoing visual direction for Navigating Workplace Wellness, a joint initiative with EML Group and Business NSW
- Deliver strategic design and presentation work supporting Google Cloud initiatives

Business NSW

Sydney, Australia

Visual Brand Lead

October 2023 – September 2025

- Led the development and evolution of Business NSW's visual identity across all platforms, ensuring consistency, clarity and strategic alignment
- Oversaw and mentored a team of freelance and in-house designers, managing resourcing, creative direction and quality control
- Designed and implemented brand guidelines, templates and tools to empower internal teams and improve brand consistency
- Partnered with regional teams to maintain brand integrity across campaigns and enhance audience engagement
- Drove the creation of high-impact design solutions across digital, print, social, events and campaigns
- Applied UX/UI principles to digital assets and internal tools, improving user experience across web and presentation platforms
- Translated complex policy, reports and data into clear, engaging visual communications for stakeholders and media
- Collaborated with cross-functional teams to ensure brand consistency and visual excellence across all touchpoints

Designlogic Australia (DLO)

Sydney and Mexico City

Senior Graphic Designer; Account Manager (Main Client: Accenture)

July 2012 – July 2023

Graphic Design & Account Management

- Led end-to-end creative delivery for large-scale B2B clients, primarily Accenture
- Managed client relationships, project scope, budgets and timelines across multiple concurrent workstreams
- Developed high-impact visual concepts and assets for multinational events, campaigns and executive communications
- Designed a wide range of materials including reports, presentations, eBooks and digital content
- Coordinated cross-functional teams across print, digital, motion and presentation to deliver integrated solutions