

Oscar Vasco

Visual Brand Lead | Creative Strategy | Brand Design | Bilingual Design Leader

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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. Expert in leading design strategy, managing cross-functional creative teams, and delivering high-impact brand assets across digital and traditional platforms. Proven track record of strengthening brand consistency, driving marketing effectiveness, and leading major rebrands for organisations including Business NSW and Accenture.

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

Ben Pike

Head of Marketing and Media,
Business NSW
0429 993 822

Lyndsey Bramble

Senior Manager Digital Marketing and
Communications, Business NSW
0406 178 519

Experience & Impact

Business NSW

Sydney, Australia

Visual Brand Lead

October 2023 – Present

- Lead the development and evolution of Business NSW's visual identity across all platforms, ensuring consistency, clarity, and strategic alignment.
- Oversee and mentor a team of freelance and in-house designers, managing resourcing, creative direction, and quality control.
- Design and implement brand guidelines, tools, and training for internal teams, empowering non-designers to produce on-brand content.
- Partner closely with 11 regional teams to ensure brand integrity across campaigns, enhancing audience engagement and message cohesion.
- Drive the creation of high-impact design solutions across digital, print, social, events, and campaigns.
- Apply UX/UI principles to the design of digital assets and internal tools, enhancing user experience and accessibility across web and presentation platforms.
- Translate complex reports and data into engaging visual communications tailored for stakeholders, media, and the wider public.
- Collaborate with cross-functional teams to ensure brand consistency and visual excellence across all touchpoints.
- Design and manage targeted email campaigns (EDMs), ensuring alignment with brand standards and strategic messaging.

Designlogic Australia (DLO)

Sydney and Mexico City

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

July 2012 – July 2023

Graphic Design & Account Management

- Own full-spectrum creative development from conception to delivery for large-scale B2B clients in a full-service agency setting.
- Scope client requests, forecast budgets, and liaise with the Creative Director and Copywriter to drive an on-time delivery.
- Played a pivotal role in the development of high-end visual concepts for multiple materials to support multinational events.
- Designed high-end print materials such as annual reports, PoVs, PowerPoint decks, eCards, eBooks, landing pages, and more.
- Mobilise Print, Presentation, Digital, and Motion teams to drive business expansion from Australia into the US and Canada.
- Lead projects from kickoff to closeout and deliver small, medium, and large-scale projects 100% on time and under budget.
- Track all client touchpoints in a project management software solution to ensure peak levels of satisfaction and retention.
- Generate account performance reports and deliver executive presentations to senior leadership at the Australia HQ office.

Previous Experience

Brand Marketing Manager

Mexicana Airlines | 2 Years

Oversaw all marketing activities, events, and activations for the company.