DIEGO SIORDIA DÍAZ

CREATIVE DIRECTOR · ART DIRECTION

CONTACT bunkerguerrilla@gmail.com · Zapopan, Jalisco · Mexico

PORTFOLIO **diego.juansutilestudio.com/en**

SOCIAL Instagram: @el.don.de · Behance: eldonde · LinkedIn: diego-siordia

01 PROFESSIONAL SUMMARY

Creative director with eight years leading brands end to end: strategy, identity, campaign and the digital product they live in. Co-founder of RUIDO Creative Lab and art director for Urban Undergrounds (Germany) since 2018, with over a thousand pieces delivered working remotely and in English. I combine creative direction with technical execution — I design and code the stores and web apps for the brands I lead — which lets me make decisions with production judgment, not just aesthetic taste.

02 SELECTED PROJECTS

RUIDO CREATIVE LAB · URBAN UNDERGROUNDS (DE) · NIMBO HOME · SOUL SATAN CLUB · LA REAL CABEZA DE RES · NERVIO

03 EXPERIENCE

Co-founder & Creative Director

2025 — PRESENT

RUIDO Creative Lab — Guadalajara, Mexico

- Co-founded with two partners; the agency's sole creative lead: every piece that ships carries my direction, from concept to delivery — brand strategy, identity, art direction, audiovisual production and web. Full-time since May 2026.
- Nimbo Home (nimbohome.com) — the agency's first fully independent brand: brand direction, strategy, website and online store built on WordPress. In development: Purevia, a water purification brand.

Art Director, Illustrator & Animator

2018 — PRESENT

Urban Undergrounds — Germany (remote)

- Eight years leading the art of a German music label: cover art, general design and animation, working remotely and in English.
- Over a thousand pieces produced — covers, artwork and animation — at a steady 12–15 per month, for artists including Damn Homies, Mapple Syrup and Tcheck.

Designer

DECEMBER 2025 — MAY 2026

Grupo EFEV — Guadalajara, Mexico

- Graphic design and motion pieces for the social channels of three consumer brands in the group's portfolio: La Real Cabeza de Res, Narachips and Vicentillos Prime.
- Embedded in La Real Cabeza de Res's marketing team: the content I produced supported the brand's growth in followers and sales.
- Three brands in parallel, each with its own monthly content calendar.
- Left to work full-time at RUIDO Creative Lab.

Designer

JANUARY 2025 — JUNE 2025

Morhada — Guadalajara, Mexico

- Executive presentations, real estate photography and retouching, and in-house graphic design: stationery, letterheads and business cards.
- Left to work full-time on the illustrations for Pulse Theory's coloring book.

Creative Direction & Independent Projects

2020 — PRESENT

Bunker Guerrilla — Zapopan, Mexico (remote)

- Frito Freaks (2020) — complete brand for a fast-food spot, built from scratch: strategy, identity, logo, graphic system and packaging.
- Soul Satan Club (2023) — my own clothing brand: identity, collection, print-on-demand production and sales, set up as a self-funding model for my creative projects.
- Coloring book for Pulse Theory (2025) — full illustration of the book, published by the client on Amazon.
- NERVIO and Bunker Workflow — web apps I designed and coded end to end (Next.js + Supabase).

04 SKILLS

DIRECTION	Creative direction · Art direction · Brand strategy · Identity · Campaign concept · Client presentations
DESIGN	Graphic systems · Packaging · Editorial · Typography · Social media content
MOTION & IMAGE	Motion graphics · Animation · Video editing · Illustration · Photography
DIGITAL PRODUCT	UI/UX · E-commerce · WordPress · Shopify · Next.js
SOFTWARE	Photoshop · Illustrator · InDesign · After Effects · Premiere · Procreate

05 EDUCATION

Bachelor's Degree in Fine Arts

GRADUATED 2016

Universidad de Guadalajara

06 LANGUAGES

SPANISH	Native
ENGLISH	B2 written and reading · B1 conversational — eight years working remotely with clients in Germany