

Deborah Medrez *Pier*

CREATIVE DIRECTOR · BRAND & DESIGN · VISUAL STORYTELLING

Highly creative director with strong intuition and a fresh eye, building original identities and stories for brands, products, artists, events and spaces across every sector. 15+ years in culture, media and content, with a multicultural background and a deep well of references. I sketch, paint and work in mixed media, developing concepts until the client is happy — then take them all the way to delivery. As comfortable leading a team as executing every file myself, with full command of every major creative platform.

SELECTED *experience*

2020 Present	Creative Director <i>Desmedresh Productions · independent studio · Tel Aviv / Mexico City</i> — Brand identities: naming, logos and identity systems for brands across sectors — Gaspacho Records, Kamanali, Echo, Legado, Quarmol, Kosher Tours, Kosher Wines and DreamPrint (from logo and tone of voice to contracts, merch and web). — Campaigns & content: concepts, key visuals and multi-platform rollouts for Instagram, Meta, YouTube and TikTok. — Spaces & concepts: brand worlds for Museo Tenochtitlan (interactive museum with light, projection, sound and VR — the pitch won sponsorship) and Old Brooklyn (NY-style deli-bar with a live stage): naming, identity, visitor journey, renders and investor decks. — Concept art & illustration: sketching, painting and mixed media to develop concepts with clients; the Sefirat HaOmer art book (49 illustrations as one woven visual system) and book covers. — Video & animation: conceptualization, moodboards, scripts and direction of AI-generated and live-action video; visual director of <i>Jewish Stories</i>, an AI-animated web series (Digital Storytellers Lab Fellow, 2026–27).
2018 2025	Creative Director · Cultural Events & Campaigns <i>Schusterman Grassroots Grants · Mexico City</i> — Concept, visual identity, posters, campaigns and social content for concerts, festivals and exhibitions of up to 600 guests. — Designed each event as a full experience — stage, lighting, projections and décor — with Noche de Museos, Centro Cultural Justo Sierra and Museo de la Ciudad de México; e.g. La Máquina de los Sueños (30+ musicians, dancers and live projections, 2025).
2015 Present	Creative Director · Music Projects <i>Mexico City / New York</i> — Artist and band identity: visuals, album covers, posters, merch and stage design. — Music video concept, moodboards, scripts and direction for nine videos, including a realistic AI-generated video with 33K+ views.
2016 2017	Designer & Content Writer <i>Comunidad Monte Sinaí · Mexico City</i> — Editorial layouts, visual assets and campaigns for print and digital in one consistent visual and verbal identity.
2015 2016	Founder, Designer & Project Director <i>Simple Syrup gift shop · Brooklyn, New York</i> — Shaped the shop's full aesthetic: branding, packaging, product curation, window displays and store design.
2011 2015	Earlier: film, media & writing <i>New York</i> — Arts & Culture Writer, The Algemeiner Journal · Creative Development Intern (script coverage), The Weinstein Company.

GET IN *touch*

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WHAT I *do best*

Creative direction · Branding & logos · Identity systems · Pitch decks · Campaigns · Events & experiences · Posters · Artist & band identity · Merch & stage design · Video moodboards & concepts · Animation · Sketching, painting & mixed media · Space design · Team leadership & hands-on execution

Tools

Adobe Creative Suite (certified) — Photoshop, Illustrator, InDesign, Premiere Pro · Midjourney · Runway · DALL·E · Topaz · Logic Pro · Photography

Also

Signed songwriter, Warner Chappell Music, 2017–present.
Digital Storytellers Lab Fellow, 2026–27.

Education

BA, Creative Writing & English Literature
Stern College, Yeshiva University · 2011–2016
Graphic Design · Adobe Suite Expert
EduMac, Mexico City · 2024

Languages

<i>English</i>	NATIVE
<i>Spanish</i>	NATIVE
<i>Hebrew</i>	CONVERSATIONAL