

GLENDALAZART ✨

CREATIVE STRATEGIST & ART DIRECTOR

glendalazart@gmail.com · glendalazart.com · linkedin.com/in/glenda-lazart
Spanish, native · English, advanced · Italian and German, basic



EXPERIENCE

	Espacio · Tiempo Company · Remote
2026	Studio Lead Led the creative team and coordinated external talent. Ran campaigns from the brief to delivery: proposal, pre-production, budget and direction.
2024–26	Senior Art Director Branded content for El Tiempo Latino (Washington) and El Planeta (Boston). Clients: JPMorgan Chase, NeighborHealth, Blue Cross Blue Shield of Massachusetts, Washington Wizards, Washington Capitals, Boston Red Sox. Identity for Tiempo Company and its four titles.
2017–24	Founder & Creative Director RITMO · independent studio, Buenos Aires Brands, photography and film. Clients: Rupi'a Ñu, Casa Aura, Zombiecat, La Ciudad Analítica, Le Blanc.
2022–24	Video & Content Editor Inversor PRO · Remote, Spain Reels, VSLs and YouTube for real estate and investment brands.
2022–23	Graphic Designer & Content Creator CristalCom Consultora
2020–22	Presentation & Graphic Designer Accenture Internal communications and campaigns for Workplace & Green Office in Argentina, Chile, Colombia and Peru. Started as junior graphic designer.

TOOLS

DESIGN	Figma · Illustrator · Photoshop · InDesign · Lightroom · Canva
VIDEO	Premiere Pro · After Effects · DaVinci Resolve · CapCut
AI	Claude · Midjourney · Higgsfield
WORKFLOW	Notion

SKILLS

Creative strategy
Brand strategy
Art direction
Campaigns
Identity
Photography
Film direction
Edit and color

EDUCATION

Brand Strategy for an Age of Disruption Hoala · 2026, in progress
UX/UI Design Talento Tech · 2024
Cinematography Taller de Cine y Multimedia · 2024
Audiovisual Production UNTREF · 2023
Graphic Design Fundación Gutenberg · 2021
Professional Photography ISEC · 2015

OFF WORK

Plants, a patio full of them
Film photography and cyanotypes
Cooking, savory only
Vinyl, The Score above all
Films, lots of them
Skyrim, again