

CV VITAE

LUIS MARTÍN RÁZURI HORA
Senior Creative Director | Brand Strategist | Master in Communications

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EXECUTIVE PROFILE

Visionary Creative Director & Educator with over 28 years of experience orchestrating high-stakes corporate identity, editorial, and digital campaigns for global organizations (OAS) and market leaders (Alicorp, Interbank). **Master in Communications (2025)** combined with bilingual proficiency (English/Spanish) and advanced UX/Marketing expertise. Proven track record of transforming public and private sector brands, including the historic rebranding of a major Peruvian retail icon. Award-winning academic leader who has mentored 1,500+ design professionals, bridging the gap between creative strategy and business results.

CORE COMPETENCIES

- **Strategic Branding:** Corporate Identity, Rebranding, Naming, Visual Systems.
- **Digital & UX:** User Experience Analysis, UI Design (Web/App), Social Media Strategy.
- **Creative Leadership:** Team Management, Art Direction, Cross-Functional Collaboration.
- **Tools:** Adobe Creative Cloud (Expert), Moodle (LMS), After Effects, MS Office.
- **Languages:** Spanish (Native) | English (Fluent) | French (Fluent) | Portuguese (Intermediate).) | Italian (Intermediate).

PROFESSIONAL EXPERIENCE

PRINCIPAL CREATIVE DIRECTOR & BRAND STRATEGIST Independent Consultancy |

Lima, Peru | 1997 – Present Partnering with high-profile clients including OAS, Interbank, Alicorp, Ministry of Education, and Telefónica.

- **Market-Moving Rebranding:** Spearheaded the winning proposal for the national rebranding of "**Negrita**"(Alicorp), one of Peru's largest retail food brands, navigating complex social and market sensitivities.
- **International Recognition:** Achieved Honorable Mention in Washington D.C. for the **Organization of American States (OAS)** 50th Anniversary Commemorative Poster.
- **Public Sector Impact:** Developed comprehensive visual identity systems for major Peruvian ministries (Education, Health, Agriculture, Women's Issues) and **RENIEC**, enhancing citizen communication strategies.
- **Digital Growth:** Designed UX/UI strategies for health and finance apps and implemented social media optimizations that drove a **40% increase in engagement**.
- **Award-Winning Design:** Secured 1st Place nationally for the Yellow Pages cover redesign (Telefónica).

SENIOR PROFESSOR & ACADEMIC INNOVATOR Pontifical Catholic University of

Peru (PUCP) | Lima, Peru | 2004 – Present Faculties of Art & Architecture. *Courses:*

Corporate Design, Typography, Thesis Seminar.

- **Talent Development:** Mentored a generation of designers with a 92% employability rate within 6 months of graduation (2020 Survey), proving curriculum relevance to market needs.
- **Excellence in Teaching: Honored with the Social Responsibility in Teaching Award** for three consecutive years **(2013-2015)**.
- **Crisis Management:** Led the digital transition during the pandemic, training fellow educators in virtual platforms (Moodle) to ensure academic continuity.

COMMUNICATIONS COLLABORATOR (Project) UNITAR (United Nations Institute for Training and Research) | Remote | Dec 2025

- Delivered high-speed post-production, video editing, and graphic assets for UN instructional materials, meeting aggressive deadlines with 100% adherence to quality standards.

EDUCATOR & CURRICULUM STRATEGIST Toulouse Lautrec Institute | Lima, Peru

| 2010 – 2021

- **Strategic Growth:** Revamped advertising and marketing curricula, directly contributing to a **30% increase in student enrollments**.

EDUCATION

- **Master in Communications** | Pontifical Catholic University of Peru (PUCP) | 2026
- **Bachelor's Degree in Graphic Design** | Pontifical Catholic University of Peru (PUCP) | 1997

AWARDS & HONORS

- **1st Place** | National Rebranding Contest for Negrita Brand (Alicorp).
 - **Teaching Award** | Social Responsibility | PUCP (2013, 2014, 2015).
 - **Honorable Mention** | OAS 50th Anniversary Poster Contest (Washington DC).
 - **Finalist** | Red Bull Doodle Art (2008).
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