

# delfos almagro

Creative thinker and designer with 28+ years of experience shaping brands through strategy, systems, and hands-on execution. Known for building scalable brand frameworks, leading cross-functional teams, and collaborating with agencies to deliver omnichannel campaigns that connect emotionally and perform consistently. Equally fluent in high-level creative direction and detailed craft across digital, print, environmental, and experiential design.

## Experience

2025-PRESENT

Memorial Healthcare System | Fort Lauderdale | FL

### CREATIVE MANAGER

- Lead creative direction and brand execution across multiple business units, balancing strategic oversight with hands-on design and art direction.
- Collaborate closely with external agencies to develop and deploy omnichannel campaigns, ensuring consistency across digital, print, OOH, environmental, and experiential touchpoints.
- Guide campaign development by shaping creative frameworks, asset ecosystems, and rollout strategies from concept through execution.
- Oversee creative services including visual systems, campaign toolkits, asset versioning, and translation support (English, Spanish) to ensure clarity and cultural relevance.
- Act as a brand steward, aligning creative output with organizational goals while maintaining flexibility for innovation and storytelling.

2024-2025

Broward Health | Fort Lauderdale | FL

### SENIOR ART DIRECTOR

- Directed creative for a specialized service line, shaping visual narratives that balanced clarity, trust, and emotional connection.
- Developed campaign assets and brand-aligned materials across print, digital, and environmental platforms.
- Partnered with marketing teams and vendors to execute cohesive creative programs efficiently.

2018-2024

James Ross Advertising | Pompano Beach | FL

### SENIOR ART DIRECTOR

- Led creative development and execution across print, digital, and large-format advertising for regional and national clients.
- Developed brand identities, campaign assets, and marketing collateral for healthcare, pharmaceutical, apparel, marine, and startup brands.
- Art-directed campaigns from concept through production, ensuring consistency, quality, and strategic intent.
- Oversaw large-scale print projects including signage, banners, and environmental graphics.

## CONTACT

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Fort Lauderdale, FL

## EDUCATION

1996 - 1999

Bachelor's Degree –  
Communication Art  
Higher Institute of Industrial &  
Communication Design,  
Havana, Cuba

## SKILLS

- Adobe Creative Suite
- Figma
- Adobe XD
- Google Web Designer
- HTML/CSS
- Print, Digital, OOH & Environmental
- Product Design,
- Composite Manufacturing

## EXPERTISE

- Brand Strategy & Visual Systems
- Creative Leadership & Art Direction
- Omnichannel Campaign Development
- Agency Collaboration & Oversight
- Concept-to-Execution Design
- AI-Assisted Creative Development & Workflow Optimization
- Generative AI for Ideation, Visual Exploration & Content Adaptation
- Translation & Multilingual Creative
- Passion Brand & Product Development

# Experience Continued

2011-2018

Indigo SUP LLC | Miami | FL

FOUNDER & CREATIVE DIRECTOR

- Founded and built a premium watersports brand specializing in custom, USA-made stand-up paddleboards.
- Led brand strategy, product design, manufacturing, marketing, and community building from the ground up.
- Designed products, apparel, digital experiences, and marketing campaigns that established a loyal, lifestyle-driven customer base.
- Balanced creative vision with operational execution, vendor management, and production oversight.

2005-2012

The Weinbach Group | Miami | FL

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

- Developed branding and marketing materials for major healthcare organizations, educational institutions, and corporate clients.
- Led visual direction for integrated campaigns while maintaining brand consistency across platforms.
- Managed print production and coordinated final presentation and large-format deliverables.

2004-2005

Brenalt Design Agency | Miami | FL

JR. GRAPHIC DESIGNER/PRODUCTION MANAGER

- Managed print production, coordinating final presentation packages and large-format printing projects.
- Designed logos, brochures, and marketing collateral for brands like Microsoft and Dr. Brandt.
- Assisted in the creative development of ad campaigns, providing fresh and innovative design solutions.

1997-2004

Signs by Design of Miami | Graphtec Signs | Agiar Publicitaria

JR. GRAPHIC DESIGNER

- Built a strong foundation in branding, signage, production, and large-format design.
- Developed hands-on expertise in fabrication, materials, and print execution

## AWARDS & HONORS

1999

INNOVATIVE

READY-TO-WEAR

Fashion Designer

## HOBBIES

- Watersports enthusiast (stand-up paddleboarding, Wing foiling)
- Apprentice sailor
- Fitness & strength training
- Product design and hands-on fabrication
- Surfboard & paddleboard shaping
- Tailoring and garment construction
- Exploring materials, composites, and craftsmanship
- Travel and coastal culture
- Creative side projects and passion brands

## Bio

Over the past 28 years, I've had the opportunity to work with healthcare systems, hospitality brands, lifestyle companies, startups, and nonprofits—helping them build brands that are clear, memorable, and built to grow. Today, I lead the Creative Services team at Memorial Healthcare System, where I help shape brand standards, guide multidisciplinary creative projects, and collaborate with talented people to bring ideas to life across digital, print, environmental, and experiential platforms.

Outside of my corporate work, I founded Indigo SUP, a passion project inspired by my love of the water, design, and craftsmanship. From developing custom paddleboards to building the brand's identity and online presence, it became an opportunity to combine creativity, entrepreneurship, and a hands-on approach to making things.

