

Leonardo Clavijo

AI Creative Designer | Ad Creative • Landing Pages • Digital Campaigns • Brand Design

Latam / Remote | <https://www.leonardoclavijo.com/> | hello@leonardoclavijo.com | [linkedin.com/in/leonardo-clavijo](https://www.linkedin.com/in/leonardo-clavijo) |
WA: +593 99 988 0138

Profile

I'm Leonardo, an AI creative and digital designer focused on digital campaigns, web experiences, and brand systems. I create conversion-driven visual content across digital and interactive formats, with a focus on performance marketing, startups, and lead generation.

I love designing ad creatives, landing pages, and brand touchpoints, exploring how AI-accelerated workflows and visual clarity can bring brand strategies to life. I aim to give every project a strong hierarchy and visual polish, and I enjoy collaborating to translate complex briefs into fast, high-quality design solutions. Trilingual in English, Spanish, and French.

Skills

Ad Creative, Landing Pages, Digital Campaign Assets, Brand Identity, Social Media Design, Motion/Video Content, Webflow, AI-Assisted Workflows, Claude Code, Lovable, Figma, Adobe Creative Suite, Midjourney, Firefly.

Professional Experience

MASSCONNECT - Ad Creative Designer (Freelance) | March 2026 - Present (Remote, US)

- Designed direct-response ad creatives and campaign visuals for mass tort lead-generation campaigns across paid digital channels.
- Translated performance briefs into platform-ready creative variations for testing, iteration, and conversion-focused messaging.
- Balanced visual quality, clarity, and compliance-sensitive communication across campaign angles, audiences, and funnel stages.

STUDIO EKTA - Web & Landing Page Designer (Freelance) | February 2026 - Present (Remote, France)

- Designed and built landing pages and full websites in Webflow, translating brand direction into polished digital experiences.
- Used Claude Code via MCP server integration to extend Webflow builds beyond standard no-code limits and accelerate delivery.
- Managed client briefs, revision cycles, and final delivery independently across cross-timezone collaboration.
- Supported multi-faceted creative projects, from brand identity creation to editorial design and illustration, for agency clients across Europe.

STUDIO 11 DESIGN - Brand & Digital Designer | Jan 2025 - February 2026 (Remote)

- Led the studio's brand refresh across logo system, typography, color, visual identity, and digital/print touchpoints.
- Redesigned the studio website and launched client websites from brief to delivery, improving hierarchy, clarity, and brand alignment.
- Built a working AI-assisted client proposal generator using Lovable to streamline internal proposal workflows.

FREELANCE - Digital Designer / Landing Pages & Campaign Assets / Video Editing | August 2022 - Present (Remote)

- Produced performance-focused ad campaign creatives for clients across industries, designing for clicks, conversions, and measurable results, not just visual appeal.

- Delivered brand identity systems, campaign graphics, and digital assets for startups, agencies, and marketing teams across the US, Latam and Europe.

FLOA BANK — Junior Multimedia Designer | 2021 - 2022 (Bordeaux, France)

-

- Produced branded video content, digital graphics, and presentation materials for internal marketing and communications teams.
- Adapted creative assets across formats while maintaining brand consistency, campaign timing, and content calendar deadlines.
- Collaborated cross-functionally with marketing to align creative outputs with brand guidelines and campaign timing.

Education

Bachelor's Degree in Graphic Design – EPSAA School Paris (2022)

BTS Communication & Marketing – ENC Bessières Paris (2020)