

Victor Rocha

Creative Director / Art Director

Brand · Digital · Ecommerce · Production

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PROFESSIONAL SUMMARY

Bilingual Creative Director and Art Director with 25+ years turning strategy into brand identities, digital products, ecommerce stores, campaigns, apparel, environments and finished production. I set the direction, build the system and stay through production. Have run a five person team and a \$1M revenue line, and built and managed an eight person production floor turning \$500K-\$900K annually. After 16 years running my own studios, I am joining an in house team to build and lead one. Fluent in English and Spanish.

SELECTED CLIENTS

Spalding · Rolling Loud · Alife / Paris Fashion Week · DMX · Miami-Dade County Public Schools · Graham Companies · Aventura Police Department · I95 Motorsports · Don Londres Tequila · Avology · Ashes 2 Ashes

PROFESSIONAL EXPERIENCE

IRONLAB

Founder & Creative Director | 2026 to Present

Current venture. Connected performance platform.

- Founded and shipped a connected performance platform across eight product surfaces and seven specialist AI coach personas, governed by one brand, semantic color, chart, responsive and accessibility system.
- Released five coordinated product versions and a ten section responsive launch site, carrying the work from positioning and UX through build, pricing, campaign and launch.

A2 GFX INC

Founder & Creative Director | 2020 to Present

Owned studio. Brand, ecommerce, apparel, environments, fabrication.

- Direct brand, ecommerce and production work across five sectors: retail, hospitality, motorsports, education and public safety. I build and direct the vendor bench of developers, printers, fabricators and installers on every engagement.
- Cleared Miami-Dade County Public Schools procurement to become an approved vendor, then delivered identity, prototyping, manufacturing, installation and store launch as one workflow.
- Deliver ecommerce across three platforms: Shopify, WooCommerce and WordPress.

UNDRGRND INC

Founder, Owner & Creative Director | 2016 to 2024

Independent retail brand. Founded, operated and wound down 2024.

- Ran a five person operation of one design, two production and two retail, owning a \$1M revenue line and the full P&L across eight years: identity, original apparel, collectible footwear, campaigns, events, ecommerce, merchandising, hiring and daily operations.
- Repositioned REUP Miami as UNDRGRND and designed, then physically constructed, the flagship store from spatial concept to opening day. \$65K in sales in the first 60 days on Main Street.

CLUTCH CITY INC

Owner & Creative Director | 2010 to 2020

Design and screen printing production company. Closed during the COVID-19 pandemic.

- Built and managed an eight person production floor turning \$500K to \$900K in annual sales, running the full chain: concept, color separation, printing, embroidery, finishing, quality control and delivery.
- Hired and trained press operators and separators, and recruited a 30 year screen printing veteran to raise the production standard.
- Delivered merchandise programs for Spalding, Rolling Loud, Alife for Paris Fashion Week and the DMX tour.

SELECTED CLIENT ENGAGEMENTS

AVOLOGY

Creative Director / Art Director | 2025

- \$25K engagement, identity through web launch, delivered in 14 weeks. Converted four fragmented technical service lines, AV, IT, security and infrastructure, into a single enterprise sales story, a live responsive website, fleet graphics, retail ready apparel and deployed field gear.

ASHES 2 ASHES

Creative Director / Art Director | 2024

- \$65K build. Took a mobile cigar lounge from concept to an operating hospitality venue: identity, trailer graphics, apparel, spatial planning and construction buildout, staying through fabrication and installation so brand, exterior, interior and guest experience resolved as one environment.

EARLIER EXPERIENCE

CHAMPIONSHIP FIGHTING ALLIANCE

Creative Director | 2011 to 2012

- Delivered broadcast motion, outdoor, billboards and merchandise for nationally televised MMA events on compressed timelines.

SPANISH BROADCASTING SYSTEM

Graphic Designer | 2008 to 2010

- Produced campaign systems across broadcast, digital and motion for Mega TV and affiliated national media brands.

INDEPENDENT DESIGNER & ILLUSTRATOR

Brand, Print & Apparel | 1999 to 2008

- Began a self taught design and illustration practice at age 15 and built it into a nine year portfolio of identity, illustration, apparel, lettering and production ready print work.

SKILLS

Creative direction, art direction, brand strategy, identity systems, design systems, campaigns, team and vendor direction, production management, illustration, lettering, typography, product UX/UI, responsive design, accessibility, ecommerce, Shopify, WooCommerce, WordPress, HTML, CSS, apparel, packaging, environmental design, fabrication, screen printing, AI directed workflows.

Software: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma.

EDUCATION & CERTIFICATIONS

Adobe Certified Expert, Adobe Creative Cloud

Approved Vendor, Miami-Dade County Public Schools

Self taught designer and illustrator since 1999

LANGUAGES

English: fluent. Spanish: fluent.