

VICTOR ROCHA

Creative Director / Art Director · Brand · Digital · Ecommerce · Production [LINKEDIN.COM/IN/VICTOR-ROCHA](https://www.linkedin.com/in/victor-rocha)

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DIRECTION WITH CALLUSED HANDS.

Bilingual Creative Director and Art Director, 25+ years. I set the direction, build the system and stay through production — identity, digital product, ecommerce, apparel and built environments. After 16 years running my own studios, I am joining an in-house team to build and lead one.

CURRENT VENTURE

IRONLAB — founder and creative director of a connected performance platform: eight product surfaces, five coordinated releases, brand through launch. getironlab.com

PROFESSIONAL EXPERIENCE

- 2020 — Present **A2 GFX INC** Founder & Creative Director
OWNED STUDIO · BRAND, ECOMMERCE, APPAREL, ENVIRONMENTS, FABRICATION
- Direct brand, ecommerce and production work across five sectors — retail, hospitality, motorsports, education and public safety — building and directing 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.
- 2016 — 2024 **UNDRGRND INC** Founder, Owner & Creative Director
INDEPENDENT RETAIL BRAND · WOUND DOWN 2024
- Ran a five-person operation — one design, two production, two retail — owning a \$1M revenue line and the full P&L across eight years: identity, original apparel, collectible footwear, campaigns, events, ecommerce, merchandising and staffing.
 - 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.
- 2010 — 2020 **CLUTCH CITY INC** Owner & Creative Director
DESIGN & SCREEN-PRINTING PRODUCTION · CLOSED DURING COVID-19
- Built and managed an eight-person production floor turning \$500K–\$900K in annual sales, running the full chain: concept, colour separation, printing, embroidery, finishing, QC and delivery.
 - Hired and trained press operators and separators, and recruited a 30-year screen-printing veteran to raise the production standard. Delivered merchandise programmes for Spalding, Rolling Loud, Alife for Paris Fashion Week and the DMX tour.

SELECTED CLIENT ENGAGEMENTS

- 2025 **AVOLOGY** Creative Director / Art Director
- **\$25K engagement, identity through web launch, delivered in 14 weeks.** Converted four fragmented technical service lines — AV, IT, security and infrastructure — into one enterprise sales story, a live responsive website, fleet graphics, retail-ready apparel and deployed field gear.
- 2024 **ASHES 2 ASHES** Creative Director / Art Director
- **\$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.

EARLIER CAREER

- 2011 — 2012 **CHAMPIONSHIP FIGHTING ALLIANCE** Creative Director
- 2008 — 2010 **SPANISH BROADCASTING SYSTEM** Graphic Designer
- 1999 — 2008 **INDEPENDENT DESIGNER & ILLUSTRATOR** Brand, print & apparel

CAPABILITIES

- DIRECTION** Creative direction · Art direction · Brand strategy · Identity systems · Campaigns · Team & vendor direction · Production management
- DIGITAL** Product UX/UI · Design systems · Responsive design · Accessibility · Shopify · WooCommerce · WordPress · HTML/CSS · AI-directed workflows
- MADE** Illustration · Lettering · Apparel · Packaging · Environmental design · Fabrication

CREDENTIALS & LANGUAGE

- CERTIFIED** **Adobe Certified Expert**, Adobe Creative Cloud · Approved vendor, Miami-Dade County Public Schools · English / Spanish, fluent