Leo Arroyo

Creative Director
Product Design Leader
Human Happiness Advocate
Technology Innovator

Recognition

- Cannes Lions
- IAC Award
- Webby Award
- Car & Driver: Most Improved Experience
- Business Award from the City of LA
- T1 Launch an Idea Award / Agency Recognition
- T1 Endeavor Award / Agency Recognition
- RPA Aces Award / Peer Recognition
- Awwwards Website Award
- FWA of the month

Big wins

FOR THE HONDA WEBSITE
- 280% increase in Request a Quote clicks.
- 85% increase in Inventory Search page views.
- 25% increase in mobile Build & Price views.

FOR TEAM ONE AGENCY
- Pitches resulted in being awarded 2 lucrative Lexus projects.
- Pitches resulted in new Amazon and Dacor accounts.

FOR HUMANS
- Created & produced a hackathon to help make cities more accessible.
- Co-created a device giving autistic kids the power to communicate.
- Contributed to a best-selling ad industry book: *Legacy in the Making.*

Specializations

User Experience + Product Design
Prototyping + User Testing
Client Relations + Collaboration
Creative Direction + Strategy
Team Building + Inspiration
Campaign + Pitch Work

Clients

Honda
Disney
Amazon
Lexus
Google
Adobe
2K Games
Sony Pictures
MTV
SquareSpace
They Might Be Giants

Experience

ASSOCIATE CREATIVE DIRECTOR / RPA - LA / 2018 - Now
Building, leading and inspiring high-performing interdisciplinary teams to positively impact people's lives, through the Honda website. Honda website design, testing and maintenance. Team motivator. Active member of agency mentor program.

FOUNDER, CREATIVE DIRECTOR / Strong. Current. - LA / Now
Partnering with startups and design shops to design websites, apps, and brand identities for clients in NYC, LA and Silicon Valley.

SENIOR ART DIRECTOR / Team One - LA / 2013 - 2018
Lexus web design, testing and maintenance. Team organizer and motivator. Web, application, watch app, and VR designer. Director and photographer selection. TV spot direction and set design. Mentoring and speaking to students.

Education

Manager Bootcamp / Cecilia Gorman Management Coach
Front End Web Development / General Assembly
Design Thinker Course / IDEO U
Bachelor of Art / Graphic Design / University of Florida

Let's keep in touch

leojarroyo@gmail.com
linkedin.com/in/leoarroyo
www.leoarroyo.com
917-915-1419