



SENIOR BRAND DESIGNER & ART DIRECTOR

Kano Aguilera

thinksubliminal@gmail.com

619.601.7923

thinksubliminal.github.io/Design

San Diego, CA

EXPERIENCE

Art Direction + Design

Oct 2021 – Present

Subliminal Design, Self-employed · San Diego, CA

- Work directly with clients from first conversation to final delivery, attending meetings, answering questions, and keeping the creative direction clear throughout
 - Execute across the full brand spectrum, from campaigns and design exploration to identity systems and landing pages tailored to personal brands
 - Adapt to whatever the project demands, bringing strategic thinking and craft to every engagement
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Art Direction + Design

Jan 2025 – Dec 2025

De Novo Digital, Contract · San Diego, CA

- Reframed how the agency scoped and priced design work, helping shift the team from undercharging to closing combined brand-and-web deals in the six figures
 - Collaborated on proposals and design campaigns, helping the agency put its best work forward at every pitch
 - Mentored junior designers by reviewing work, giving actionable feedback, and raising the quality bar across the team
 - Partnered with project managers to keep design work on track, ensuring handoffs were clean and timelines were met
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Senior Brand Designer

Dec 2016 – Oct 2021

LeaseLabs, Acquired by RealPage (2018, ~\$100M)

- Built end-to-end brand systems for multifamily properties nationwide, including logos, collateral, and comprehensive brand style guides
 - Contributed to the creative foundation that helped position LeaseLabs for acquisition by RealPage in September 2018
 - Handed off completed design systems directly to web designers, ensuring brand integrity carried through to the final digital product
 - Mentored junior designers, guiding them through projects and helping them grow their craft
 - Served as the go-to designer for all internal marketing initiatives, owning the company's creative voice from the inside out
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Senior Web Designer

May 2015 – Feb 2016

Miva, Inc.

- Designed both custom and templated e-commerce sites ranging from small boutiques to large-scale enterprise builds
 - Supported internal marketing initiatives, contributing design work across campaigns and promotional assets
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Brand + UI Design

Jan 2014 – Apr 2015

DEPARTURE

- Designed brand-forward websites where the homepage led the identity, establishing the visual language before expanding into collateral
 - Worked across a variety of web projects, blending brand thinking with strong UI execution
 - Contributed to music production for client brand videos
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Earlier roles: Graphic Designer at Eat.Drink.Sleep. and Ruff Haus Design, Inc. · 2012 – 2014

EDUCATION

Bachelor's Degree, Graphic Design

2009 – 2011

San Diego State University

Associate of Arts, Graphic Design

2006 – 2009

Southwestern College