



## HERACLIO (CLIO) ATENCIO

Design Leader | Brand-Led Product & Systems | 0→1 to Scale  
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Brand and creative leader with 20+ years shaping identity, experience, and design systems for global organizations and high-growth startups. Known for translating brand strategy into coherent, scalable creative systems, from defining a visual language from scratch to unifying expression across channels and markets. Work spans Mozilla Firefox, Shopify, and 6+ venture-backed products at All Turtles, including award-winning brand work recognized with a Silver Anthem Award. Fluent in the full creative arc: positioning, visual identity, campaign, product, and team.

### EXPERIENCE

#### PARENTAL LEAVE

**Family Care** (Remote, USA | 2025 – 2026)

Career pause for parental leave following the birth of my second child.

#### ALL TURTLES

**Sr. Brand & Design Director** (Remote, USA | 2022 – 2025)

Led design across multiple venture-backed products, working at the intersection of brand, product, and growth.

- Led 0→1 design across 6+ products spanning AI, SaaS, media, and consumer
- Defined brand and product positioning, system and user experience from concept through launch
- Built scalable design frameworks across ventures, improving speed, clarity, and consistency
- Partnered with founders and cross-functional teams to align product, brand, and growth strategy

#### SHOPIFY

**UX Design Manager** (Remote, USA | 2020 – 2022)

Led growth design initiatives focused on acquisition and onboarding.

- Designed and optimized onboarding and early product experiences for new merchants
- Partnered with product, marketing, and data teams to run iterative experiments
- Improved user understanding, activation, and conversion across key growth surfaces
- Contributed to a scalable, experiment-driven approach to growth design

#### MOZILLA FIREFOX

**Head of Brand Design** (Hybrid, USA | 2019 – 2020)

Led global brand and experience design for Firefox across marketing.

- Defined and scaled a global brand system across markets and channels
- Built core brand assets and guidelines, improving recognition and cohesion
- Implemented design systems adopted across teams, increasing execution speed and alignment
- Contributed to a 10% YoY increase in new user installs through improved acquisition clarity

#### CREATIUM

**Founder and Director** (Venezuela | 2005 – 2016)

Founded and scaled a design agency serving national and international clients.

- Led 200+ projects across branding, product, and digital experience
- Grew the business to \$400K+ annual revenue in a complex economic environment
- Built operational systems enabling consistent delivery and long-term client relationships
- Maintained 100% team retention while scaling creative output

## ADDITIONAL WORK

- Led 0→1 brand and experience design for multiple ventures, including consumer, food, and digital products
- Created new experience formats such as “Food Concerts,” producing 20+ sold-out events
- Contributed to award-winning brand and digital experiences (Anthem Awards – Silver)

## EDUCATION

### CALIFORNIA COLLEGE OF ARTS

MBA in Design Strategy  
San Francisco, USA

### IESA

Diploma, Managerial Training Program  
Caracas, Venezuela.

### SCUOLA POLITECNICA DESIGN

Master’s in Visual Communication  
Milan, Italy.

### INSTITUTO DE DISEÑO CARACAS

Bachelor’s in Graphic Design  
Caracas, Venezuela.

## TECHNICAL SKILLS

- Brand Strategy & Identity
- Creative Direction
- Design Systems
- Visual Language & Typography
- 0→1 Brand Development
- Consumer-Grade Experience Design
- Campaign & Multi-Channel Design
- AI Product Design
- Brand-Led Growth
- Cross-functional Leadership
- Stakeholder Storytelling
- Team Mentorship

## LANGUAGES

- Spanish (native)
- English (fluent)
- Italian (proficient)