

Albertico Acosta

Creative Director — Experiential, Motion, Digital Content, Immersive Media

project@albertico.work | 985 664 2068 | www.albertico.work | [LinkedIn](#)

Creative Director with 20+ years shaping atmospheric visual worlds across large-scale digital surfaces, mapped spaces, and immersive media environments. I lead full-cycle creative development for motion-driven productions, branded experiences, and multi-format installations—from domes and stages to experimental display systems and panoramic environments. I collaborate with multidisciplinary teams to deliver animation, 3D, real-time, and spatial content at scale, ensuring creative intent, technical execution, and brand goals stay fully aligned.

CORE DISCIPLINES

Creative Direction & Concept Development

Driving visual strategy, narrative development, and creative vision across campaigns, experiences, and content ecosystems.

Motion Design & Digital Content

Creating cinematic motion graphics, multimedia storytelling, and real-time/interactive content for experiential and digital platforms.

Brand Identity & Visual Systems

Developing cohesive brand worlds including identity systems, typography, color architecture, and comprehensive style guides.

Packaging Design & Product Presentation

Designing packaging systems, dielines, prototypes, and integrated product visuals for consumer-facing brands.

Experiential & Spatial Media Design

Designing projection-mapped environments, immersive visuals, and media for domes, stages, physical builds, and unconventional display systems.

Graphic Design, Editorial & Layout

Expertise in composition, grid systems, page design, and multi-format visual communication across digital and print.

Web Design, UI/UX & Interactive Systems

Designing responsive websites, user interfaces, & digital experiences with clear structure, usability, & visual hierarchy.

Social Content Strategy & Art Direction

Creating visual narratives optimized for social platforms, short-form content, and cross-platform brand storytelling.

PROFESSIONAL EXPERIENCE

Creative Director — COBHA

2022 - 2025

- Directed visual content and immersive storytelling for product campaigns.
- Led creative direction for brand identity, packaging, and product development.
- Developed proprietary edible CMYK inks and sustainable materials.
- Designed production workflows and semi-automated manufacturing systems.
- Elevated the brand from a small concept to a retail-ready product line with 80K+ online and wholesale sales.

Creative Director / Experiential Art Director — Albertico.work

1995–Present

- Directed branding, motion, web, and digital content for clients across industries.
- Designed projection mapping, environmental media, and immersive visuals.
- Delivered end-to-end creative direction from concept through final execution.
- Delivered 200+ branding, web, motion, and experiential design projects.

Founder / Creative Director — Tico Sighting LLC

2016–2022

- Built a boutique studio focused on projection mapping and experiential media.
- Designed large-scale visuals for events, artists, and cultural activations.
- Created content pipelines and on-site media workflows.

Senior Designer / Programmer / Producer — Vortex Immersion

2009–2016

- Produced 360° dome content and spatial media for branded experiences.
- Designed projection workflows for Microsoft, Xbox, Nokia, Art Basel, SXSW, and Super Bowl events.
- Developed tools, workflows, and technical integration for immersive systems.

Senior Art Director — Early Career

1995–2005

Agencies: C2 Creative, RAW Interactive, Simon & Schuster, Viacom

- Brand and digital design, motion graphics, presentation design, early interactive media, and editorial direction.

SOFTWARE PROFICIENCY

- Adobe Creative Cloud — *Photoshop, Illustrator, InDesign, After Effects, Premiere*
- UI/UX, Web Design & CMS Development — Webflow, WordPress
- Notion, Figma, Asana, Slack
- Davinci Resolve
- Cinema 4D / Blender, Maya, SketchUp — *working knowledge*
- Unreal Engine — *working knowledge*
- TouchDesigner — *working knowledge*
- Resolume Arena / MadMapper
- Disguise (d3) — *experiential production / media server workflows*
- AI-Assisted Tools — *Midjourney, Firefly, DALL-E, Runway, Pika Labs; plus emerging tools including Luma Dream Machine, Nano Banana, and Stable Diffusion*

EDUCATION

Bachelor of Arts

Graphic Design & Advertising
School of Visual Arts (NYC)
1995–1999

LANGUAGES

English (native)
Spanish (native)

RECOGNITION & CERTIFICATION

- Burning Man 2015 Honoraria Art Winner (MOVA Gallery)
- ADC Annual — Branding & Design Excellence
- AIGA NY — Identity & Visual Communication
- Print Magazine — Regional Design Annual
- Communication Arts — Interactive Annual

SELECTED CLIENTS & COLLABORATIONS

Nike, Mercedes-Benz, AMC, Super Bowl, Nickelodeon, A Perfect Circle, ABC Family, Electric Daisy Carnival, Coachella, TV Land, Best Buy, Court TV, Crobar NYC, Burning Man, MLB.