

## Professional Experience and Curriculum Vitae

UNO strategically designs for niche, cross-culture and mass market groups – and everyone in between. This is our journey:

### The Starting Gate

In 1999, on the cusp of the millennium, Luis Fitch and Carolina Ornelas launched UNO to address a then-unmet Hispanic/bi-cultural branding demand. As childhood friends from border-town Tijuana, Mexico, they grew up culturally rich, integrating the best of both Mexico and the U.S. Culture-straddling upbringings prepared them for their current-day expertise in cross-cultural design – an ideal perspective for assimilation, acculturation, and diversity.

### In the Now

In the years since UNO began, the demographic landscape has morphed rapidly. What used to be an acculturation story is now a culture-sharing narrative. Internet and other technologies, make for a rapidly integrating society...eager to learn/experience other cultures. Cultural foods, music, art forms, language, etc., are mere keystrokes away. This shift toward a culturally inter-woven society brings UNO to where we are today.

We speak to niche groups, mass markets, cross-cultural markets, and everyone in-between. Our work appeals to audiences on all points along the customer continuum because we design it to do so.

Lifelong culture blending gives our work a unique eye for the distinctly American, the distinctly Latino, and the distinctly cross-cultural. Ingrained multinational insights allow UNO to nimbly navigate any assignment type- from highly segmented messaging to mass market appeals. We produce design work that captivates, resonates, and influences any target audience.

### Pre-UNO

For the 15 years preceding UNO, Luis and Carolina amassed a wealth of strategic design, and wide experience as senior staff in branding, advertising, public relations, promotions, collateral, development, retail/merchandising, product development, packaging and events.

### Kudos

UNO's multi-national work has been featured in numerous publications (see press) and Luis frequently sits on judging panels for design and advertising competitions.

### UNO's Advantages

#### Agility

Time is money; we waste neither. UNO takes a direct approach to project completion. Processes are streamlined and team talent is senior level. We work quickly, nimbly and intelligently, even under demanding deadlines. And when plans change, we adjust accordingly with rapid-fire responsiveness. helpdesk 656.227.2902, fax 656.227.0213

#### Reliability

Staying on strategy, on deadline and on budget is UNO's guarantee. We honor our commitments, no complaints, no excuses, no problems.

# luis fitch

Branding  
United States

View the full portfolio at <http://www.thecreativefinder.com/unobranding>



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