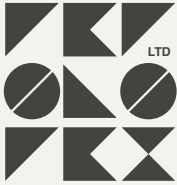




GRAPHIC DESIGN
& ART DIRECTION





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PROFESSIONAL

FREELANCE

Art director & designer

2003-14

Conceptual and innovative art direction applied to advertising campaigns, emotional branding and strategic brands activations, functional and attractive packaging, digital design, effective social networks strategies, POS, motion graphics ... with SP, NL & UK based clients like Proximity London, Leo Burnett, The Guardian, Freeform WW, Itch Creative ...

SMP

Senior art director

2012- 14

Digital & traditional conceptualization and graphic design skills applied on brand activation campaigns, new product launches, experiential and retail marketing. Creative thinker and aesthetic researcher. Adding value to brands like Sandisk, Andrex, Nestle, DeWalt, Weetabix, Kleenex...

TANGO

Creative supervisor

2011 -12

Clients as Knauf, Vodafone, Philips, Brugal, FYM, Gin Mare. General communication strategy and brand style. Brand repositioning. Conceptualization, design and development of 2012 advertising campaign, online strategy and social network positioning, editorial design, events.

MILVUELTAS

Senior art director

2010 -11

Coca-cola, Burn, Guinness, Toyota, are a few clients for which I developed experiential marketing, samplings, shuttles, trade marketing, promotional actions, ...

YOUNG & RUBICAM

Senior art director

2005 -10

Strategic thinking, innovative conceptualization, creative art direction based on fine design applied to press and retail advertising campaigns. Branding. Motion graphics. Clients: movistar, Repsol, Foster's Hollywood, Leroy Merlin, ABC, Milar, Halcón Viajes...

BBVA

Lead designer

2005

Creative direction of Atrea y Atrea.com, the real-estate Bbva web portal. Conceptualization, creativity and design applied to online and offline visual brand imaginery. Also communication design of related Bbva clients.

LIME XL

Art director

2004

Online and offline creativity and design for businesses. Corporative identity programs. Clients: Spanair, Compass Group, Railgourmet, Eurest, Cámara de Comercio Alemana, Blanco y Negro, Boga Bar.

EUPHON EVENTS

Art director

2003

Creativity for corporative events. Creation and production of all graphic supports for the consecution of the event, including digital or printed material. Clients: Repsol, Ford, Peugeot, VW, Hp, Nickleodeon, Camara de Comercio, Ayto Leganes, Intervida, La Cocinera, Avon, Bureau Veritas, New Holland, Eurail Speed, Sono.

STUDIES

IED

2003-04

Business design. Branding, naming, strategic positioning, retail marketing, visual and identity brand design, packaging...

TRACOR

2000-02

Visual art and communication degree.

COMPLEMENTS

IDM

2012

Digital Marketing

VÍA FORMACIÓN

2009

Emotional intelligence

LA CASA ENCENDIDA

2008

After Effects CS3.

Y&R

2006

Graphic design pack of Creative Suite CS2 professional.

CREA

2005

ActionScript 2.0 programming forFlash MX 2004.

DREAMSOFT

2004

Graphic design advanced Freehand.

IED

2003

Isidro Ferrer workshop, Instituto Europeo de Diseño. 2003

GARBEN

2001

Web design with Flash, Dreamwaver y Fireworks.

ETSII

1998

Autocad.