



## WORK

### **Tyto PR | Pan-European PR Agency**

#### *Art & Design Lead*

Madrid, Spain. Mar 2022 - Present

I lead Tyto's portfolio of design services. My key responsibilities in this role include leading all design projects for our clients, creating marketing assets for the agency and supporting new business initiatives.

### **Hotwire | Communications Consultancy**

#### *Head of Design & Art Director*

Madrid, Spain. Aug 2017 - Mar 2022

I ran the design department, providing design support to the Digital, B2C and B2B areas. I helped with marketing projects locally and globally and worked with clients such as Klarna, Tinder, Kindle, Telxius, Telefónica Global Solutions, BBVA Next Technologies, among others.

### **R\* Publicidad**

#### *Art Director*

Madrid, Spain. Sept 2015 - Aug 2017

I started working here supporting a specific customer, Go Fit. I developed all the visual design for this client at that time, from advertising campaigns, marketing campaigns, emailing, social media, etc. I also supported other clients such as Hamburguesa Nostra, Banco Popular, Janssen, DGT, etc.

### **Literal Social Media**

#### *Graphic Designer & Art Director*

Caracas, Venezuela. June 2014 - June 2015

Content creation and design support for social media and corporate branding for clients such as PNI Insurance, Fundación Psicolud and La Barca Multiservicios C.A.

### **Remo**

#### *Intern Art Director & Graphic Designer*

Madrid, Spain. Sept 2012 - May 2013

Conceptualize and develop conventional advertising campaigns. Experience in the Spanish market and to work in teams. I worked with clients such as Jamenson, Mitsubishi, El Corte Ingles, Heineken and Padesport.

### **LBi**

#### *Intern Art Director*

New York, USA. June 2012 - Sept 2012

Conceptualize and develop digital advertising campaigns for clients such as K-Y and Listerine.

### **Lápiz**

#### *Intern Art Director*

Chicago, USA. March 2012 - June 2012

Conceptualize and develop digital advertising campaigns for the hispanic market in the US for clients such as Special K, Allstate, Charmin and Luna Negra.

## ACHIEVEMENTS

### **Publication for Tinder Spain**

**LINK** - Project: Tinder Clothes.

### **Award winner student "CdeC 2011"**

**LINK** - Project: Revolutions

### **Published in the print edition of the book "Select K 2012"**

Project: Clarks



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## EDUCATION

### **EsDesign**

Master in Advertising Design and Brand Communication.  
Madrid, Spain. 2020.

### **Boston Architectural College**

Web Design Course  
Boston, USA. 2013.

### **Kaplan International College**

English Course  
Boston, USA. 2012-2013.

### **Miami Ad School**

Portfolio Program: Art Director.  
Madrid, Spain. 2010-2012.

### **Instituto Europeo di Design**

Major: Graphic Design.  
Madrid, Spain. 2007-2010.

## SKILLS

### **Adobe Suite**

Photoshop ●●●●●  
Illustrator ●●●●●  
InDesign ●●●●●  
After Effects ●●●●○  
Premier ●●●●○

Microsoft Office, Slack, Figma

## LANGUAGE

Spanish Native  
English Advanced