

**SUMMARY.** Brand Design Manager and Art Director with 13 years of agency and in-house experience. Versatile professional: from co-founder and Art Director of the ad agency La Sonrisa del Yeti to naked Retreats's Brand Design Manager, one of the most recognized and award-winning eco-resorts in China. Specialist in brand awareness, print / digital design and advertising.

## SOFTWARE SKILLS

Adobe CS6, HTML, WordPress, Magento, Mailchimp  
Excellent color and typography skills  
Microsoft Office (Excel, Word and PowerPoint)

## QUALIFICATIONS

Fluent in English, French and Spanish  
Ability to ensure all deadlines are met  
Project coordination

## PERSONAL SKILLS

Communication and organization skills  
Initiative  
Team spirit



## ACTIONS SPEAK LOUDER THAN WORDS (WORK EXPERIENCE)

Nov. '14 - Today

### COMMUNICATIONS & DESIGN COORDINATOR

Uniden (Montreal, Canada)

Development and execution of the Design strategy for the brand in North America after business expansion in 2014-15. Key functions include design of packaging, corporate websites, promotional material and advertising.

- Brand management for both markets (Canada and USA) to build a cohesive brand.
- Development and execution of internal and external communications strategy (Google Adwords, Amazon, social media, print advertising, email marketing, etc.)
- Digital and printing production coordination with external advertising agencies, web programmers and graphic suppliers (Canada and China).

Sept. '14 - Today

### GRAPHIC DESIGN AND BRANDING COORDINATOR

Canada Tibet Committee (Montreal, Canada)

(Concurrent) Collaborating with Canada Tibet Committee to create a visual style that identifies the CTC. Design of print campaigns, corporate documents, advertising, newsletter layout and social media artwork.

Sept. '13 - July '14

### ART DIRECTOR / SENIOR GRAPHIC DESIGNER

Several companies (Lyon, France)

Freelance Senior Designer and Art Director for different companies located in China and Spain (naked Retreats, Made in Scale, Craig Horsfield, etc.). Creativity and design for seasonal advertising campaigns, branding and editorial projects.

Sept. '11 - Aug. '13

### BRAND DESIGN MANAGER

naked Retreats (Shanghai, China)

Creative management of a multidisciplinary team: multimedia / graphic designers, programmers and artworkers.

- Increment of the 80% of Chinese guests's demand in one year by positioning the brand "naked / 裸心" in the Chinese market.
- Branding for Michelin-starred, on-site restaurant Kikaboni by Stiller.
- Managed the production of digital and printed design, websites and branding elements for all naked properties (a total of two).
- Branded campaigns for corporate events on-site: Land Rover, Coca Cola, Porsche and Nike, among others.

Oct. '09 - Aug. '11

### DESIGN MANAGER

Panavision Tours (Madrid, Spain)

Project management for a cross-functional department (designers and programmers) responsible for corporate identity, website, promotional material and advertising (national and international).

- Brand reinforcement in European and American market by designing annual travel booklets and launching new website.
- Relations with company's partners and media, strategic communication planning.

Sept. '08 - Aug. '09

### ART AND COMMUNICATIONS DIRECTOR

The Border Line's secret. Theatre play (Buenos Aires, Argentina)

Responsible for play's art direction, graphic design, set and costume design. Kept the play on stage for a year by creating and implementing communication actions "below the line" (guerrilla and viral marketing).

Sept. '07 - Aug. '08

### MARCOM AND DESIGN MANAGER

Tecresa S.A. (Madrid, Spain)

- Redefined internal communication protocols after merging with the Polish company Mercor and becoming European sector leader.
- Redefined Marketing strategy after merger: media planning, relations with media, organization of fairs and events, press conferences.
- Developed and executed creative concepts for leading-edge marketing and web solutions.

Feb. '02 - '08

### CO-FOUNDER AND ART DIRECTOR

La Sonrisa del Yeti. Advertising agency (Seville & Madrid, Spain).

Successfully art-directed television and print ads, branding, web design, illustration, packaging, outdoor and marketing campaigns (ATL / BTL). Provided visual identity to events and PR campaigns.

- "Huerta Campo Rico" brand development: from a local family business to a company with international presence by re-branding, national TV campaign and product placement in Harrod's (London) and Lafayette (Paris).
- Involved in all company's creation processes, including definition of business plan, budget control, creation of internal procedures, negotiation with suppliers and clients, etc.

Sept. '06 - '07

### LECTURER

ESNE - University School of Design (Madrid, Spain).

(Concurrent).

Lecturer in Graphic Design degree of the following subjects: "Advertising Creativity" and "Digital Design" (1<sup>st</sup> year students); "Art Direction and Advertising" (2<sup>nd</sup> year). Including syllabus design.



## THE BEST THINGS IN LIFE ARE FREE (VOLUNTEER EXPERIENCE)

Jan. - March '09

ALDEA YANAPAY (Cuzco, Perú). Volunteer in a project with the aim of helping imprisoned kids.

Sept. - Dec. '08

VOLUNTARIOS SIN FRONTERAS (Buenos Aires, Argentina). Events coordination and design.

Jan. '07 - Aug. '08

ONDINHA SOLIDARIA (Brasil - Spain - United Kingdom). Graphic design.



## BRAIN IS BETTER THAN BRAWN (ACADEMIC HISTORY)

Aug. '08 - '09

ART DIRECTION AND GRAPHIC DESIGN POSTGRADUATE NON-DEGREE  
University John F. Kennedy (Buenos Aires, Argentina).

Sept. '97 - June '01

ADVERTISING AND PR DEGREE  
Communication Faculty. University of Seville (Spain).

Sept. '00 - '01

GRAPHIC DESIGN AND PRE-PRINTING COURSE  
Sevimac School of Graphic Design (Seville, Spain)



## A SOFT ANSWER TURNETH AWAY WRATH (LANGUAGES)

English, French and Spanish.



## ALL WORK AND NO PLAY MAKE JACK A DULL BOY (INTERESTS)

Photography, diving, trekking, theatrical make-up.