



+art direction
+design
+conceptual

Skills

COMPUTER FLUENCIES

Creative Suite CC, Adobe Acrobat, Figma,
Microsoft PowerPoint, After Effects (basic),
Microsoft Word HTML (basic)

LANGUAGE

Native: Spanish, fluent
Secondary: English, fluent
Tertiary: French, functional

ARTS+HOBBIES

Indoor climbing, cycling, art, travel,
foodie, illustration, typography

Education

Experience Haus | London, UK
User Experience & Interface Design (Certificate)

University of East Anglia | Norwich, UK
The Secret Power of Brands (Certificate)

D&AD | London, UK
The Creative Detox (Certificate)

D&AD | London, UK
Talking Digital: Exploring the new
digital environments (Certificate)

Universidad Veritas | Costa Rica
BA in Graphic Arts

Awards

LONDON

PM Society Gold Primary Care Advert, 2016
PM Society Bronze Primary Care Advert, 2016
PM Society, Bronze, Patient Awareness, 2015
IPA Bronze, Consumer Patient Film, 2011

NEW YORK

Best Front Cover, NYPA, New York, 2004
Best Special Section, NYPA, New York, 2004

Experience

FREELANCE CREATIVE, LONDON UK | NOV 2020 - current

Freelance Senior Creative working as Design Director and Art Director for various consumer agencies including: Prophet, Principle Global, Jones Knowles Ritchie (jkr), Elmwood, Stormbrands, Grey, creating and developing brand communications, including identities, and integrated campaigns: packaging, digital/social, experiential, guidelines.

Global clients included: Chase, Mars, AB inBev, Ithra, Pedigree, Despar (Spar), Qatar MediaCity, The Royal Commission for AIUla, Ministry of Investment of Saudi Arabia, Holcim...

WUNDERMAN THOMPSON, LONDON, UK | HEAD OF ART | OCT2018 - JUL 2020

(Formerly Grey Healthcare Group)

Conceptualising, art directing and presenting integrated campaigns and creative projects, as well as developing brand experiences for different pharmaceutical brands at global and regional levels. Overseeing the creative studio, as well as working closely with strategist on pitches for brands including Bayer, Pfizer, GSK, AstraZeneca, Sepsis Trust UK

GREY HEALTH GROUP, LONDON, UK | SR ART DIRECTOR | OCT2017 - OCT2018

BEDGEBURY COMMS., KENT, UK | ASSOCIATE CD | OCT 2015 - SEP2016

Conceptualising, developing and presenting integrated campaigns, art directing photoshoots, mentoring and managing creative staff, overseeing production of digital and print projects for clients including: Sanofi Pasteur, ALK Abelló, Novo Nordisk, Bristol-Meyers Squibb, Chiesi

BEDGEBURY COMMS., KENT, UK | SR ART DIRECTOR | DEC 2013-2015

BRANDIA IMAGE, COSTA RICA | CREATIVE DIRECTOR | APR - NOV 2013

Responsible for a small team of creatives, conceptualising and developing brand identities and packaging for a diverse portfolio of FMCG brands and B2B brands. Clients included: Florida Ice and Farm (FIFCO), Mondelez, YPO (Young Presidents' Organization). Other responsibilities included build and maintain strong relations with potential and existing clients.

DESIGN MOTIVE, LONDON, UK | SENIOR DESIGNER | JAN - SEPT 2012

Brand identity and conceptual design for a diverse portfolio of global clients including Amadeus, UK Power Networks, Burgess Superyachts and Vitec Group.
Print and digital marketing materials.

CDM LONDON, LONDON, UK | ART DIRECTOR - SR DESIGNER | NOV 2009 - DEC 2012

Developing advertising concepts, including campaigns and brand books for global and UK markets for Novartis brands and Merck Serono. Collateral, packaging and exhibition design as well as art direction for websites, video promos and photoshoots.

SIEGEL+GALE, US and UK | SENIOR DESIGNER | MAY 2007 - SEPT 2009

Develop brand identities and communications for a variety of clients including American Express Global Network and American Express Co-branded products (Global), JGL Laboratories (Moscow and Croatia), Qtel (Middle East), Access Technology Group (Europe), Four Seasons Hotels, Berklee School of Music, AARP and Motorola.

DOREMUS, NEW YORK, NY | SENIOR DESIGNER | SEPT 2005 - AUG 2007

Art direction and project management for a team of designers in a fast-paced, high-volume environment dedicated to various Bank of America lines of business. Produced print and multimedia materials for events, advertising and high-end collateral pieces.

GOTHAM INC., NEW YORK, NY | DESIGNER | 2005

BRONX TIMES, NEW YORK, NY | ART DIRECTOR | 2003-2005

MAC DIRECTORY MAGAZINE Miami, FL | Designer | 2002

AMBASSADOR TOURS San Francisco, CA | Designer | 2001