



# PABLO SÁNCHEZ

SENIOR ART DIRECTOR  
BRANDING & CAMPAIGN SPECIALIST

## PROFESIONAL PROFILE

Art Director with 10+ years of experience in branding, campaign design, and visual storytelling across advertising and digital platforms. I've helped relevant consumer brands create innovative, engaging campaigns by combining conceptual thinking with strong visual execution—collaborating with teams or managing the entire creative process independently.

I bring a solution-oriented, analytical mindset and a clear focus on collaboration and consistency. I've led the development of brand systems and campaigns from scratch, balancing creativity with strategic thinking to deliver high-impact design across formats.

My work has supported stronger brand positioning and awareness, with campaigns recognized at major national and international advertising festivals. I stay curious and constantly evolving—recently incorporating AI-assisted tools to enhance ideation and creative iteration.

I'm now looking to join a digital-first, collaborative team, where I can contribute meaningfully, continue growing, and help build design that connects.

## CONTACT

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**PORTFOLIO**   
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**LOCATION**   
Segovia, Spain

## EDUCATION

**MASTER IN ART DIRECTION**  
Miami Ad School  
Madrid, Spain  
2012-2014

**MASTER IN MEDIEN UND  
KOMMUNIKATION-  
SWISSENSCHAFT**  
Martin Luther University  
Halle, Germany.  
2011-2012

**BACHELOR IN MASS MEDIA  
AND COMMUNICATION**  
Complutense University  
Madrid, Spain.  
2007-2011

## WORK EXPERIENCE & KEY ACHIEVEMENTS

### SENIOR ART DIRECTOR

Oct. 2020 - Present  
**Freelancer**

- Developing and delivering visual identities, look & feel systems, and brand guidelines for clients across sectors.
- Creating key visuals and campaign concepts, adapted into multi-format assets, including digital (banners, social media, CRM, landing pages) and offline channels (OOH, print).
- Building design systems in Figma and Adobe CC to ensure consistency and scalability.
- Collaborating with marketing, copywriting, and development teams to align creative with broader strategy. Using generative AI tools to support creative iteration and streamline concept development.
- Co-founding Aidporter, a design consultancy supporting international development firms with strategic visual communication

**KEY ACHIEVEMENTS:** Delivered end-to-end design solutions for Durex, O2, San Miguel, Transitions, and international development companies via Aidporter, strengthening brand consistency and improving campaign effectiveness across digital and offline channels.

### CREATIVE SUPERVISOR

Dec. 2016 - Oct. 2020  
**VCCP Spain**

- Created and developed creative strategies and campaigns for both online and offline communication.
- Partnered with film production companies, 3D studios, UX teams, and international VCCP offices.
- Led presentations, tissue meetings, and strategic conversations with partners and clients.
- Pitched to win new projects by understanding client needs and delivering tailored creative solutions.
- Supervised creative, design, digital, and social teams, ensuring high standards and effective collaboration.

**KEY ACHIEVEMENTS:** Secured 11 new clients, including Banco Santander, Cervezas San Miguel, and Larios. Developed campaigns across multiple sectors, with one of them recognized at Cannes Lions.

## SKILLS

Art Direction	●●●●●
Creative Team Management	●●●●●
Creativity Consultancy	●●●●●
Communication Strategy	●●●●●
Project Management	●●●●●
Branding	●●●●●
Advertising	●●●●●
Storytelling	●●●●●
Graphic Design	●●●●●
Adobe Creative Suite	●●●●●
Figma	●●●●●
Generative AI tools	●●●●●
Leadership	●●●●●
Inspiration	●●●●●
Mediation	●●●●●
Flexibility	●●●●●

## LANGUAGES

<b>SPANISH</b>	Native
<b>ENGLISH</b>	Fluent
<b>GERMAN</b>	Begginer

### SENIOR CREATIVE ART DIRECTOR

Oct. 2015 - Dec. 2016  
**VCCP Spain**

- Organized creative resources and executed multi-format campaigns with a focus on excellence.
- Led photo and video productions, case studies, and pitch materials.
- Identified insights and developed concepts for digital campaigns.
- Built social media content strategies and editorial calendars.

**KEY ACHIEVEMENTS:** Earned recognition at national and international festivals. Delivered impactful work for Microsoft and El Mundo, including the “Bullying or Not” and “Windows That Upgrade the World” campaigns.

### JUNIOR CREATIVE ART DIRECTOR

Oct. 2014 - Oct. 2025  
**CHINA Madrid**

- Participated in creative development of 360° campaigns.
- Produced graphics, motion, photo retouching, and video editing.
- Designed display ads and landing pages for digital campaigns.
- Wrote scripts and supported storyboard creation.

**KEY ACHIEVEMENTS:** Created a successful transparency campaign for KFC and contributed to projects for Schweppes, Multi Ópticas, and Evo Bank.

### INTERN CREATIVE ART DIRECTOR

Jun. 2014 - Oct. 2014  
**Remo Madrid**

### FREELANCE GRAPHIC DESIGNER

Dec. 2013 - Jun. 2014  
**Freelance**

### INTERN CREATIVE ART DIRECTOR

Sept. 2013 - Dec. 2013  
**Saatchi & Saatchi**

## RECOGNITIONS

Campaigns recognized at national and international festivals such as Cannes Lions, El Sol, and El Ojo de Iberoamérica, for clients including Santander Bank and Microsoft.

<b>CANNES LIONS</b>	<b>1</b>	<b>EL SOL FESTIVAL</b>	<b>11</b>
<b>FIAP FESTIVAL</b>	<b>4</b>	<b>INSPIRATIONAL AWARDS</b>	<b>2</b>
<b>D&amp;AD</b>	<b>1</b>	<b>CDEC</b>	<b>1</b>

## AVAILABILITY

Available for full-time, part-time, freelance, or remote projects. Based in Spain (CET), eligible to work across the EU without restrictions.