

CORE SKILLS

- Creative Direction
- Art Direction
- Visual Storytelling
- Brand Identity & Systems
- Campaign Development
- Content Strategy
- Set Design & Styling
- Script Development
- Virtual Production & AI
- On-Set Direction
- Multi-Platform Production
- Team Leadership

TOOLS

- Adobe Creative Suite
- Figma
- AI-Driven Ideation
- macOS

LANGUAGES

- Spanish — Native
- English — Fluent

EDUCATION

M.A. Creative Writing

Universidad de Sevilla
2017 – 2018

B.A. + M.A. Audiovisual Arts

Universidad Nacional de las Artes
2009 – 2014

AWARDS & RESIDENCIES

- Can Serrat Residency (2023)
- Viacom Storytelling Award (2020)
- XI European Film Award (2018)
- Los Residentes Grant (2017)
- Becar Cultura (2016)
- 4th Int'l Script Lab Cinefilia
- National Fund for the Arts

PUBLICATIONS

- *Lo que brilla – Halley* (2024)
- *Luciana G no futuro – Audiobook* (2022)
- *Hilo de Baba – Patronus* (2021)
- *Baby – Caleta Olivia* (2017)

Creative and Art Director with **15+ years of experience** transforming brand narratives into high-impact visual experiences across advertising, digital, and entertainment. Currently leading creative campaigns at Amazon Studios BCN13 — developing scalable brand frameworks, directing large-scale productions, and integrating emerging technologies including virtual production and AI-driven ideation. Combines strategic vision, aesthetic rigor, and hands-on execution across multidisciplinary, international teams.

CREATIVE & ART DIRECTOR

Amazon Studios BCN13 · Apr 2024 – Present · Barcelona

- Lead creative concept development for global brand partnerships and licensing campaigns (Adidas, Star Wars, Disney's Lilo & Stitch)
- Direct on-set art direction for photo and video shoots, ensuring alignment with Amazon global visual standards
- Develop standardized creative frameworks and guidelines adopted across the studio
- Integrate AI-driven ideation and virtual production techniques, elevating creative quality and efficiency
- Mentor art directors, stylists, and videographers; strengthening team performance and creative consistency

Director / Audiovisual Filmmaker

Freelance · Feb 2025 – Jan 2026

- Led creative vision, visual storytelling, and on-set direction for branded content and short-form narratives
- Oversaw full production pipeline: pre-production, casting, shooting, and post-production
- Adapted storytelling and visual language to different platforms, audiences, and production scales

Creative Writer & Script Development Coordinator

Freelance · Jun 2020 – Dec 2024 · Barcelona

- Creative concept development for advertising, branded content, and TV projects
- Developed director's treatments for brands: Garnier, San Miguel, UNIE
- Coordinated writing teams and development rooms, aligning creative vision across stakeholders
- Key projects: "Las Casas" (Mago Prods.), "Airport Alert" (National Geographic), "Formación sobre ruedas" (La Caixa)
- Audiovisual treatment design, dossiers, moodboards, and creative development for TV advertising campaigns (EN/ES)
- Scriptwriter for reality show "Alerta Aeropuerto / Ciudad Roma" (2022), multiple episodes
- Agencies: Colmado · Wat Films · Supernova · Pantera · The Core

Art Director & Set Designer

Freelance · Apr 2016 – Apr 2024 · Spain

- Visual concept development and on-set creative leadership for major international brands
- Pre-production management: moodboards, mockups, set design, and styling direction
- Clients: Burger King · Garnier · Lidl · San Miguel · Danone · Cetaphil · Activia · Granini · Fairlife · Sabritas · Sprinter
- Production partners: Rebolución · Garage Films · Pantera · Bambina Films · Supernova · Wat Films · Dragons

Stylist & Prop Stylist

Amazon Studios BCN13 · May 2021 – Nov 2023 · Barcelona

- Fashion, product, lifestyle & tabletop styling for advertising, e-commerce, film, and branded content
- Pre-production: moodboards, look development, color palettes, and style guides
- Collaborated closely with art directors, photographers, and production designers