



Andrea Serrano Villaverde

Associate Creative Director

I'm an award-winning Art Director, with experience in the role since 2016, working with clients such as Coca-Cola, Microsoft, American Express, Mercedes-Benz, among others. My background spans across 360 and digital campaigns, executed at both European and global scales. I firmly believe that, to create something new, you have to break conventional boundaries.

✉ aserranovillaverde@gmail.com

🌐 <https://andreacreat.com/>

🌐 [LinkedIn profile](#)

EDUCATION

ART DIRECTOR PROGRAM

MIAMI AD SCHOOL | 2017-2019

DOUBLE BA IN MEDIA COMMUNICATIONS AND ADVERTISING AND PR

CEU SAN PABLO UNIVERSITY | 2011-2018

SKILLS AND LANGUAGES

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Premiere Pro
- After Effects
- Acrobat
- Sketch
- Figma
- WordPress
- Invision
- AI Tools
- Msft. Office
- iWork
- Google Slides
- Google Doc
- Google Sheet
- Procreate
- English
- Spanish
- French
- Portuguese

AWARDS AND ACHIEVEMENTS

- **GOLD**
GRAPHIS NEW TALENT ANNUAL 2021
- **SILVER**
GRAPHIS NEW TALENT ANNUAL 2021
- **CENTAURI (GOLD)**
VEGA DIGITAL AWARDS (IAA) 2020
- **GRAND JURY**
WE BENDITA FESTIVAL 2020
- **SHORTLISTED**
CREATIVE CONSCIENCE AWARDS 2020
- **GRAND JURY**
WE BENDITA FESTIVAL 2023
- **JURY**
BENDITA CARPETA AD AWARDS 2019
- **BRONZE**
SUMMIT INTERNATIONAL AWARDS 2019
- **SHORTLISTED**
CREATIVE CONSCIENCE AWARDS 2019
- **SHORTLISTED**
FUTURE LIONS 2018
- **JURY**
THE GAIL AWARDS 2023
- **DISCOVER MORE HERE**

EXPERIENCE

MRM / MCCANN SPAIN | CREATIVE ART DIRECTOR

MAY 2021 – PRESENT

Client: Coca-Cola Company, Starbucks, Microsoft, Movistar, Mastercard, Oscar Mayer, Schär...

Description: Concepting, pitches, people management, client presentations, TV spots, OOH, social media posts, brand videos, UI design, newsletters...

PUBLICIS SPAIN | DIGITAL CREATIVE ART DIRECTOR

NOV' 2020 – APR' 2021

Client: Mercedes-Benz, VISA, BMW, Fundación Telefónica, Audible...

Description: Concepting, pitches, key visuals, branding, banners...

FREELANCE | ART DIRECTOR

SEPT' 2019 – NOV' 2020

Client: La Nacional Hispanic Parade (NY), Aerocamaras (Spain), Paradigm Trends (NY)...

Description: Banners, roll-ups, corporate brochures, branding...

OGILVY NEW YORK | ART DIRECTOR

APR' 2019 – OCT' 2019

Client: Coors Light, American Express, Ikea, Comcast, Nationwide...

Description: Concepting, pitches, banners, digital displays, spots, GIFs, OOH, social media post...

FREELANCE | ART DIRECTOR

SEPT' 2017 – SEPT' 2018

Client: 122 Hamburgueseria, Asgard Decor, Consultoria y gestion integral villaverde...

Description: Concepting, brand identity, product design, UI design...

PUBLICIS SPAIN | DIGITAL ART DIRECTOR

FEB' 2017 – AUG' 2017

Client: Garnier (L'Oréal)

Description: Concepting, pitches, digital media post, banners, GIFs, UI design, landing pages, online retails, TV spots...

GLOBAL HUMAN CAPITAL GROUP | ART DIRECTOR

MARCH 2016 – JUNE 2016

Description: Digital media post, hootsuite, branding, brochures...

PRENSA BABILONIA | COMMUNITY MANAGER INTERN

OCT' 2015 – FEB' 2016

Clients: US Polo Assan, Topshop, Lacoste, Viceroy, Naf Naf...