



Andrea Serrano Villaverde

Senior Art Director / 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.

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🌐 <https://andreacreat.com/>

🌐 [LinkedIn profile](#)

EXPERIENCE

MRM / MCCANN SPAIN | SENIOR ART DIRECTOR **MAY 2021 – PRESENT**

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

Description: Concepting, pitches, TV spots, banners, OOH, social media posts, brand videos, MMS, UI design, newsletters...

PUBLICIS SPAIN | DIGITAL 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...

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
- Final Cut
- 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
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