

CRISTINA DE BLAS

AWARD-WINNING ALL-TERRAIN
CREATIVE DIRECTOR

Art direction · UX & UI · AI ·
Graphic design · Illustration ·
Final artworks · Copywriting · & more.



CONTACT

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ABOUT ME

TO DEFINE YOURSELF IS TO LIMIT YOURSELF

I am a multitasking creative director: art director, copywriter, illustrator, product designer (UX/UI), packaging designer, graphic designer, final artworker, I like working in multiple projects and fields and learning new things. I am interested in sustainability and innovation.

I've worked offline and online, I've worked in an agency and by my own. I am used to working under pressure and with Scrum. What I like the most is to think ideas and concepts, to create campaigns that will make a better world, make people laugh, lead teams and work on bold and innovative projects.

AWARDS

HARD WORK REAPS DESIRED RESULTS

CLIO AWARDS

1 Gold (2022)

CANNES LIONS

1 Shortlist (2024) · 1 Shortlist (2022)

NEW YORK FESTIVAL ADVERTISING AWARDS

1 mention & 2 shortlist (2024)
1 silver, 1 bronze & 5 shortlist
(2022)

ADC

Grandprix, 1 Silver,
2 bronzes and 2 shortlist

ONE SHOW AWARDS

1 merit & 6 shortlist (2022)
Merit (2019)

WEBBY AWARDS

1 nominee & 1 honouree (2022)

EUROBEST

1 bronze & 2 shortlist (2022)

GERETY AWARDS

Shortlist (2024)

EPICA AWARDS

2 Bronze and 4 shortlist

DEUTSCHEN DIGITAL AWARDS

Gold (2022)

CREATIVE CONSCIENCE

1 Shortlist (2019) · 1 Shortlist (2021)

NEW NOW (YCN)

Winner (2019)

MAS AWARDS

Gold & Silver (2018)

VERSUS (C DE C)

Winner 2018. Spanish national awards.

ACCESIT · MADRID EMPRENDE

2013. Madrid awards for entrepreneurs

GERETY AWARDS

Shortlist (2024)

BCM

Best of Content Marketing Award (2024)

E

EXPERIENCE

+10 YEARS OF EXPERIENCE IN 360° PROJECTS
7 OF WHICH IN CREATIVE AGENCIES

Senior freelance Creative Director | Consultant 2010 / Current DIFFERENT CLIENTS

· **Functions:** Creative direction, 360° campaigns, ideas, creativity, branding. Conceptual development, execution, all types of creative projects, all types of media, strong focus on ideas, digital experience (UX/UI), product/packaging design.
· **Brands:** Accenture Song, Woodabú, Université Paris-Saclay, 1919 Polo Patent, Sansaru, Pedro Gómez etc. (Full list available at my website).
· **Hit:** Led branding and consulting strategy for Woodabú, a sustainable furniture startup. Result: growth to 7 employees, €500k+ annual turnover, 1,000+ furniture pieces sold annually, and 80k Instagram followers.

Creative Director July 2024 / Dec. 2024 SOMOS EXPERIENCES

· **Functions:** Creative direction, 360° campaigns, ideas, creativity, branding
· **Brands:** Fundación Real Madrid, Fagor Professional, Saint-Gobain, among others.
· **Hit:** I've contributed to sustainability ESG goals and worked on AI projects. Our team has been selected as finalist for the second round, in the pitch for Universidad de Sevilla.

Art director | Creative (freelance) Dec. 2022 / July 2024 SEÑORA RUSHMORE (WPP)

Most awarded agency in the history of the Club de Creativos, Spanish awards.
· **Functions:** 360° campaigns. Branding. Overseeing several departments.
· **Brands:** Asisa
· **Hit:** our team won the pitch for Asisa. Rebranding of Asisa.

Senior Art director | Creative Jan. 2021 / Dec. 2022 MCCANN WORLDGROUP (IPG)

One of the most awarded agencies in the world.
· **Functions:** 360° campaigns for large multinationals. Work in english.
· **Brands:** Coca-Cola Group (Coca-Cola, Fanta, Fuzetea), Nestlé, Vodafone, Converse, Ikea, Mastercard, Beko, KFC, E.on, Virgin Radio, KFC, ROM.
· **Hit:** our team won 3 pitch (Netflix, E.on, Lion Cereals). We won the internal awards.

Art director | Creative | Interns supervisor Jan. 2021 / Dec. 2022 BBDO (OMNICOM)

Most awarded agency in Spain history and one of the most awarded in the last decade in efficiency and creativity.
· **Functions:** 360° campaigns for large multinationals. Supervision of interns.
· **Brands:** Amnesty Internacional, Cepsa, Bankinter, Spanish Christmas Lottery, Spanish Association Against Cancer, Legálitas, Correos, Jazztel, among others.
· **Hit:** we won the Cepsa account, one of the most important national pitches of the year.

Creative | Art director | Copywriter (temporary contracts)

DAVID THE AGENCY (WPP) · (MIAMI) May 2020 / October 2020

Most awarded agency in the world.
Brands: Burger King, Budweiser, Espolón, Sour Patch Kids, Hellmann's, Halls.
Hit: Working for Super Bowl commercials/campaigns.

SCHOLZ & FRIENDS · (HAMBURG) January 2020 / March 2020

Germany's most awarded agency.
Brands: Redcross, Milka, PokémonGO, Hamburg Philharmonic.
Hit: Pitch of PokémonGO won with our project.

CREATIVE TOUR - C DE C - MULTIPLE AGENCIES March 2019 / Sep. 2019

As a winner of c de c (Spanish National awards) I participated in a creative trainee tour in some of the most important agencies like **BBDO** (4 months internship), & Rosás, SCPP, Zapping and FCB & Fire.

Art director | Creative | Team Leader 2015 / 2018

EVERYONE (360° ADVERTISING AGENCY + FINAL ART STUDIO/PRINTER)
· **Functions:** Art direction, co-team management (8 people), Online/offline projects, worldwide leading brands, Graphic designer, illustrator, photo retoucher, final artwork.
· **Brands:** Peugeot, BodyBell (Douglas), Carrefour, Scandinavian Tobacco Group, González Byass (The London nº1, Tío Pepe, etc), among others.
· **Hit:** Achieve being a Team leader. Huge experience with a lot of everyday job both online and offline for worldwide leading brands.

Art director | Copywriter | Office Manager 2013 / 2015

AE. GOYA
Art direction, design, illustration, advertisement campaigns, social media, copywriting and branding.

Sales agent | Event Coordinator (team leader) 2011 / 2013

MULTIPLE CLIENTS (Citibank, Iberdrola, Brugal, among others). Team management.

EDUCATION

ALL-TERRAIN CREATIVE

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Artificial Intelligence & GenAI

I have taken numerous courses on artificial intelligence: IA MBA, Image and video creation with AI. In the skills section you can find all my knowledge of AI.

Sustainable design

I have taken numerous courses on sustainability: sustainable graphic design, sustainable packaging design for e-commerce, eco-friendly packaging, etc.

Scrum master PSM II & product owner

2021 / 2022

THEUNCODING.

Agile fundamentals • Scrum master PSM I • Scrum master PSM II • Product owner PSP01

Art direction & copywriting

2018 / 2020

MIAMI AD SCHOOL (the most awarded school in the world).

Digital Marketing (2021 / 2022) • Business Expert (2018 / 2019)

THE POWER MBA

UX/UI

2018 / 2019

MR MARCEL SCHOOL

UX/UI projects management, leadership and implementation (APPs and webs). Methodologies: LEAN, Design Thinking, Google Design Sprint, Kanban, SCRUM. Techniques and tools for co-creation, users research (usability tests), business requirements, interface design, prototype, wireframes, user flows, user journeys, frameworks and design systems.

Master's degree in art direction

2012 / 2013

ESDIP

Degree in advertising, design and illustration

2010 / 2013

ESDIP

ESDIP is considered the second best illustration school in the world, according to Gráfica, the reference magazine in the sector.

Cinema 4D

2018

CICE

Immersive 360.

2016

Production of virtual reality videos

UTOPICUS

Graphic product design

2016

CEPEF

Forestry engineering

UPM

2008 / 2010

I like to solve problems, challenges, and learning new things. I did that at Engineering. I learnt to think in a different way. But I missed creativity so I change to a field that has both: advertising.

Other courses

Multiple courses on packaging, digital retouching, naming, IG filters, among others.

LANGUAGES

SPANISH (native), ENGLISH (advance), GERMAN (A2), FRENCH (basic).

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English

- English copywriter (english work experience & studies)
- Advance level course -American Language + British Council
- First Certificate in English - Cambridge University

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SKILLS

IF IS NOT HERE, I CAN LEARN IT



Idea, insights & concepts

Integrated advertising
(360-degree campaigns)

UX/UI

Art direction & Creative Direction

Packaging

Illustration

Design

Sustainable design

Typography

Copywriting

Digital retouching

Branding

Animation

Video & Photography

VR

Motion Graphics

3D

Html/CSS

Team management & Project leader

Experience leading teams & overseeing

multiple departments

Good personal communication

Optimism

Team-oriented attitude

Ambitious to succeed

AI

GenAI techniques:

model selection, prompting

GenAI tools:

ChatGPT

Midjourney

Dall · E

Stable Diffusion

Gemini

Adobe Firefly

Social Media

Youtube expert by Google Hamburg

TikTok

BeReal

Twitch

Facebook, IG, X (Twitter)

Discord

LEAN

Design Thinking

Google Design Sprint

SCRUM

Presentation Skills

Strategic Thinking

Cross-functional Collaboration

S

SOFTWARE

MAC & WINDOWS



Adobe CC

Illustrator, Photoshop, Indesign, Acrobat, After Effects, Premier, Firefly.

UX

Sketch and plug-ins (Craft, Runner, Iconfont, Distributor, and Anima, among others), Invision Studio, Principle, Trello, UI kits, Kanban

Office

Power Point, Word, Excel.

AI

ChatGPT

Midjourney

Dall · E

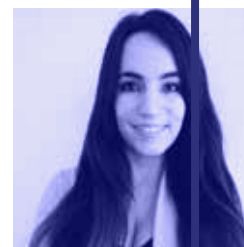
Stable Diffusion

Gemini

Adobe Firefly

Others

Cinema 4D, Keynote, Prezi.



▽
**CRISTINA
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Thank you for your time! :)