

CRISTINA DE BLAS

ALL-TERRAIN CREATIVE

Art direction · UX & UI ·
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: 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



ACHIEVEMENTS IN 2022

CLIO AWARDS 1 Gold

CANNES LIONS Shortlist

**NEW YORK FESTIVAL
ADVERTISING AWARDS**
1 silver & 1 bronze

ADC
Grandprix Praxisarbeiten, 1 Silver,
2 bronzes and 2 shortlist

ONE SHOW AWARDS
1 merit & 6 shortlist

WEBBY AWARDS
1 nominee & 1 honouree

EUROBEST
1 bronze & 2 shortlist

DEUTCHEN DIGITAL AWARDS
Gold

EPICA AWARDS
1 Bronze and 4 shortlist

PREVIOUS YEARS

ONE SHOW AWARDS
Merit · 2019

CREATIVE CONSCIENCE
1 Shortlist 2019 · 1 Shortlist 2021

WINNER · NEW NOW (YCN)
2019

MAS AWARDS
Gold & Silver 2018

VERSUS (C DE C)
Winner 2018. Spanish national awards.

ACCESIT · MADRID EMPRENDE
2013. Madrid awards for entrepreneurs

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EXPERIENCE

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

Art director | Creative
MCCANN WORLDGROUP

Jan. 2021 / Dec. 2022

One of the most awarded agencies in the world.
· **Functions:** 360° campaigns for large multinationals. Work in english.
· **Clients:** 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
BBDO

Jan. 2021 / Dec. 2022

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.
· **Clients:** 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.

Senior freelance creative 360° | Consultant

2010 / Current

DIFFERENT CLIENTS (Sra. Rushmore, Université Paris-Saclay, 1919 Polo Patent, ATPerfiles, etc.). Conceptual development and execution of all types of creative projects, in all types of media, with a strong focus on ideas, digital experience (UX/UI) and product/packaging design in recent years.

○ **NOVOBERBÉS**

2016 / 2019

Design and illustration of packaging for food products and billboards.
Branding and final artworks.

○ **TRES LABEL**

2015 / 2017

Design and illustration of packaging for wine and spirits. Final artworks.

Creative | Art director | Copywriter (temporary contracts)

○ **DAVID THE AGENCY (MIAMI)**

May 2020 / October 2020

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

○ **SCHOLZ & FRIENDS**

January 2020 / March 2020

Germany's most awarded agency.
Clients: 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 and co-team management (8 people). Online and offline projects for 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, designs and illustrations for 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

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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 PSPO I

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 Gráffica, 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

2008 / 2010

UPM

I like to solve problems, challenges, and learning new things. I did that at Enginnering. 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), FRENCH (basic), GERMAN (A1).

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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

Ideas & 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

AI

ChatGPT
Midjourney
Dall - E

Social Media

Youtube expert by Google Hamburg
TikTok
BeReal
Twitch
Facebook, IG, Twitter

LEAN

Design Thinking
Google Design Sprint
SCRUM

Presentation Skills

Strategic Thinking
Cross-functional Collaboration

Team management & Project leader

(Experience leading 8 people teams)

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SOFTWARE

MAC & WINDOWS

Adobe CC

Illustrator, Photoshop, Indesign, Acobat, After Effects, Premier.

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.

Others

Cinema 4D, Keynote, Prezi.



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**CRISTINA
DE BLAS**

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Thanks for your time! :)