

# HELLO!

## Elvis Zambrano Sánchez and this is my resume **my story**

A multidisciplinary background lead me to bring permanently a 360° perspective to my work. As of my experience, by working both directly for the brand or through and agency, has given me the chance of facing every challenge from several perspectives, forcing myself to think out of the box, keeping creativity and innovation always awake and so deliver new and fresh solutions. Moreover, this changing environment has developed and reinforced my communication skills with my line managers, co-workers and of course costumers.

Self-motivation, creativity and intuition are my motto; fine arts, photography, design and fitness, my passion.

### STUDIES

**ANTONIO JOSÉ DE SUCRE UNIVERSITY**  
Degree: Graphic Designer

**ZINK PROJECT MADRID**  
Degree: Master Art Direction.

**ESCUELA TRAZOS**  
Degree: Motion Graphics

### EXPERIENCE

#### McCANN ERICKSON

ART DIRECTOR

Art direction, brand design and development of advertising campaigns for Renault and BFC Banco Fondo Común. Packaging design, direction and photo retouching.

2005 - 2008

2008 - 2012

#### IBERIA EXPRESS

VISUAL DESIGNER LEAD AND CREATIVE DIRECTOR

**Brand guardian.**

Management and development of brand image (corporate and commercial) online and offline of the airline. Creative advertising. Photographic direction. Graphic support to all departments.

2012 - 2022

2022 - 2024

#### PULL&BEAR INDITEX

ART DIRECTOR

Physical store image Manager. Management and adaptation of campaigns to store. Poster design. Vinyl design for shop windows and facades. Supplier and sample management of impression.

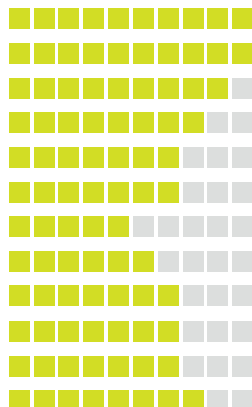
#### DOMMO CREATIVE ADVERTISING

ART DIRECTOR

Art direction and development of advertising campaigns for Ikea, Tate Gallery, Aguirre Newman, Porsche AG Spain, Procter & Gamble and Kraft Foods.

### SOFTWARE

Illustrator  
Photoshop  
InDesign  
Figma  
Premier  
AfterEffects  
Cinema 4D  
Sketch  
Midjourney  
DALL-E  
Adobe XD  
Microsoft Office



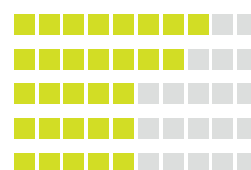
### LANGUAGES

Spanish  
English  
Italian



### SKILLS

UI Design  
UX Design  
Design Thinking  
HTML  
CSS



### HOBBIES & INTERESTS

Art  
Yoga  
Cinema  
Technology  
Fashion  
Music  
Architecture  
Photografy  
Traveling  
Sports  
Food  
Innovation  
Reading

