

Cristian Rivano

Creative Brand Design, Strategy & Management

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Citizenships

European Union, Spain
United States of America

Objective

Helping brands create engaging and memorable experiences across digital and physical channels. Passion for innovation and experimentation in interactive environments and audiovisual spaces.

Native Languages

English
Spanish
Catalan

Experience

OpenHue – Barcelona

Creative Brand Design, Strategy & Management

- Lead creative marketing projects, ensuring alignment with brand identity.
- Develop and execute campaigns that increase brand visibility and drive growth.
- Leverage market insights to create strategies that resonate with audiences and enhance brand recognition.
- Manage cross-functional teams to meet project goals and deadlines.
- Ensure timely, consistent delivery of creative initiatives.
- Present and communicate strategies to stakeholders and clients effectively.
- Focus on brand storytelling to build emotional connections and drive engagement.

2022 - Present

Indissoluble – Barcelona

Experiential Strategy & Design Consultant

- Developed creative ideas that transformed brands and delivered unique experiences for audiences.
- Collaborated with senior teams to design interactive environments for commercial and cultural spaces.
- Led multidisciplinary project development, ensuring alignment with brand identity and goals.
- Partnered with team leads to create strategies that drove business growth and strengthened proposals.
- Served as the main client contact, building and maintaining strong relationships.
- Oversaw creative development to ensure brand consistency and client satisfaction.
- Enhanced brand visibility through strategic design and multimedia solutions.
- Delivered immersive brand experiences that emotionally connected with target audiences.

2021-2022

Chameleon Method – New York City

Founder & Creative Director

- Launched and grew a creative agency from 2 clients with \$75K in billings to 15 accounts worth nearly \$1.2MM.
- Signed 5 of the top 10 global spirits distributors, driving substantial business growth.
- Led all new business initiatives and managed client relationships, securing new and incremental jobs.
- Negotiated contracts and maintained relationships with brand owners, procurement, and senior management.
- Conducted business analysis and provided regular reports on creative resources and production status.
- Presented creative work to clients and led brand planning meetings, ensuring alignment with business goals.
- Collaborated with the CFO on budgeting, invoicing, P&L reports, and financial forecasting.
- Managed resources, production schedules, and project milestones to deliver high-quality outcomes on time.

2014-2021

Starwood Hotels & Resorts – New York City

Director - Digital Design & Emerging Technologies

- Developed digital initiatives for Starwood's personalization system to enhance user experience.
- Directed design for the award-winning SPG iPad app and collaborated with Apple on iOS standards.
- Managed digital initiatives for 9 Starwood brands, engaging SPG's 7 million members.
- Implemented strategic design across social media channels and explored new digital platforms.
- Developed global marketing campaigns with clear guidelines and best practices.
- Designed online advertising initiatives to enhance brand visibility and engagement.
- Created digital brand guidelines to improve design efficiency.
- Led a design team structured like an internal ad agency, overseeing designers and copywriters.
- Managed vendor relationships for smooth project execution.

2012-2013

Epsilon - Ryan Partnership – New York City

Associate Creative Director

- Led creative vision and implementation for through-the-line solutions for clients like Bacardi USA, Unilever, Nestle, Wyeth and Energizer Personal Care.
- Managed project timelines, estimates, and staff hiring to ensure quality output.
- Presented ideas to clients, ensuring alignment with their goals.
- Co-led the national launch of D'USSE Cognac, overseeing advertising and promotional initiatives.
- Co-led the launch of Bombay Sapphire East to boost brand visibility.
- Developed strategic visual solutions that met brand communication objectives.

2008-2012

MORE WORK EXPERIENCE ON [linkedin.com/in/cristianrivano](https://www.linkedin.com/in/cristianrivano)

Education

M.A. Audiovisual Innovation and Interactive Spaces

BAU, Centro Universitario de Diseño
Barcelona, Spain 2021 - 2022

School of Arts Continuing Education

Columbia University
New York, NY. USA 2001 - 2004

B.S. Graphic Design

Chamberlayne School of Design
at Mount Ida College.
Newton, MA. USA 1996

Creative Strategy & Management

Brand Planning
Market Research
Trend Analysis & Consumer Insights
Communication Strategy
Marketing Strategy
Content Strategy
Campaign Development
Marketing Playbook
Creative Strategy
Brand Positioning
Google Analytics
Salesforce Knowledge
Microsoft Office 365
Google/Facebook Ads Manager

Visual Design & Digital Development

Agile Development Process
Experience Strategy
UX/UI Design
Rapid Prototyping
Brand Design
Design Research Process
Web/Mobile Design
HTML-CSS Development
Wordpress Development
Adobe Creative Cloud
Keynote/Powerpoint
Hootsuite

Audiovisual & Interactive Spaces

Interactive Narrative
Physical Interaction Design
Real-Time Video
Off-Screen Audiovisual
Generative Graphics
Sound Design
Electronic Prototyping
Design, Simulation of Light
Digital Manufacturing
Wearables & Virtual Reality

Clients

Absolut Vodka
American Express
Bacardi USA
BMG Music
Bombay Sapphire Gin
Botanist Gin
Breyers Ice Cream
Bruichladdich Whisky
Casillero del Diablo
Chapstick
Chevrolet
Cointreau Liquer
Columbia University
Cutty Sark Whisky
D'Usse Cognac
Dewar's Whisky
Dockers
Edge Shave Gel
Energizer
Ford Motor Company
General Motors
Grey Goose Vodka
Hennessy Cognac
Jameson Whisky
Kraft Foods
Land Rover
Le Meridien Hotels
Lillet Aperitif
Lincoln Cars
Luxury Collection
Magnum Ice Cream
Malibu
Mini Cooper
Moët & Chandon
Mount Gay Rum
Monkey 47 Gin
Nestle Family
Nike
Nissan
Playtex
Sony
St. Regis Hotels
Starwood Hotels
The Glenlivet
Toyota
Unilever
United Nations
Volvo
W Hotels
Westin Hotels