

Juan Tomás Sánchez

CONTEMPORARY BRANDING, ART DIRECTION AND GRAPHIC DESIGN

Digital graphic designer with over 10 years experience.

Imaginative, curious and observant.

'Design is people.'
— Jane Jacobs

CONTACT

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SKILLS

Proactivity
Troubleshooting
Teamwork
Attention to detail
Empathy and social commitment
Fresh ideas and creativity

TOOLS

Photoshop Illustrator
Premiere InDesign
Keynote Fontlab

INTERESTS

Branding Typography
Infographics Layouts
Apps Slideshows
Innovation Playlists

LANGUAGES

Native Spanish
Advanced English
High Italian

EXPERIENCE

Integral Brand Designer

INDEPENDENT CONSULTANT MADRID, SPAIN - 2019-2023

Rebranding of the underground art space nigredo.tv: visual identity, web design, video production and editing, motion graphics, signage, livestream
Brand creation and visual identity of the new company Bosques y Movilidad: market study, logos, signage and billboards, web design...

Graphic Designer

ELDIARIO.ES MADRID, SPAIN - 2016-2017

Redesign of logo, headers and sections of the digital newspaper
Design of digital content: maps, news charts, accompanying graphics, context images, microsites, newsletters, social media content and ads
Layout and production of offline material such as press passes

Digital Art Director

MCCANN MADRID - 2013-2016

Idea and development of 360 advertising campaigns
Corporate and promotional web design: from concept to final art
Creation and design of digital content and social media content
Brands: Coca-Cola, Movistar, IKEA, Fanta, Campofrío, Mitsubishi, Renfe

Freelance Graphic Designer

LA DESPENSA, SWING SWING, KITCHEN, ARTYCO, HAVAS MADRID, SPAIN - 2012-2013

Redesign of complete corporate identities
Creation and launch of brands (tone, language, audience, visuals)
Corporate communication and social media content

Junior Digital Art Director

GREY MADRID, SPAIN - 2011-2012

Design of digital campaigns, mobile applications and social media content
Brands: Samsung, Spanish National Christmas Lottery, Pantene, Domino's Pizza

Graphic Designer

BUTRAGUEÑO & BOTTLÄNDER MADRID, SPAIN - 2010

Finalist Art in the creation and adaptation of movie posters and press packs
Brands: Playstation, Sony Pictures, FedEx, Unilever

EDUCATION

Digital Typography Course

FAMILIA PLÓMEZ MADRID, SPAIN - 2015

Master's in Art Direction

MIAMI AD SCHOOL MADRID, SPAIN - 2008-2009

Degree in Advertising and Public Relations

UNIVERSIDAD PONTIFICIA DE SALAMANCA SALAMANCA, SPAIN AND ROME, ITALY - 2003-2008