

Objective

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

Experience

Open Hue – World Wide Remote

2022 - 2024

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.

Indissoluble – Barcelona

2021-2022

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.

Chameleon Method – New York City

2014-2021

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.

Starwood Hotels & Resorts – New York City

2012-2013

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.

Epsilon - Ryan Partnership – New York City

2008-2012

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.

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

Education

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|--|--|---|
| <b>M.A. Audiovisual Innovation and Interactive Spaces</b><br>BAU, Centro Universitario de Diseño<br>Barcelona, Spain 2021 - 2022 | <b>School of Arts Continuing Education</b><br>Columbia University<br>New York, NY. USA 2001 - 2004 | <b>B.S. Graphic Design</b><br>Chamberlayne School of Design at Mount Ida College.<br>Newton, MA. USA 1996 |
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Native Languages

English  
Spanish  
Catalan

Key Skills

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