

Daniela Margarita Liévano Ortegón

Floral Styling | Art Direction | Set Design

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Multidisciplinary creative in art direction, set design, and floral styling, with a background in photography, content creation, and graphic design. I combine research, trend awareness, and storytelling to build immersive concepts and visual identities that connect with audiences. My process blends artistic sensitivity with strategic thinking, ensuring every project is both impactful and culturally relevant. Strong organizational, leadership, and communication skills, with the ability to collaborate with diverse teams of artists, photographers, florists, and creative directors.

PROFESSIONAL EXPERIENCE

Freelance – Art Direction, Set Design & Floral Styling

Barcelona, Spain | 2022 – Present

Developed and executed creative concepts for editorials, music videos, short films, advertising campaigns, and photo shoots. Collaborated with directors, photographers, and stylists to create cohesive visual narratives.

Specialized in floral set installations, combining natural and artificial materials to build unique atmospheres. Adapted concepts to budgets and timelines, ensuring projects aligned with both creative and production needs.

Collaborations with floral studios:

Simon Odinstov (@od1nstov) | Collaborate on event productions, creating floral arrangements, bouquets, and large-scale decorative spaces.

Manuela Sosa – Gang and the Wool (@gangandthewool) | Assist in the creation of floral sculptures, installations, and wedding projects, supporting design and production of unique decorative concepts.

Jio Tattoo

Art Director & Content Creator

Barcelona, Spain | 2024 – Present

Designed and implemented a visual identity for Jio Tattoo, aligning her brand with her artistic voice. Produced and directed photo and video content for social media, increasing online visibility and engagement. Worked closely with the artist to translate her creative vision into a cohesive digital and visual presence.

Ajuntament de Barcelona – Barcelona Activa

Floral Designer

Barcelona, Spain | Jan 2024 – Dec 2024

Designed and produced floral arrangements for cultural and seasonal events (Valentine's Day, Sant Jordi, Christmas, special celebrations). Responsible for plant maintenance at Castillo de Montjuïc. Applied techniques using fresh, dried, preserved, and painted materials for diverse decorative needs.

Education

Barcelona per la Natura – Barcelona Activa
Floral Art Design | Jan 2024 - Dec 2024

Elisava, Barcelona School of Design and Engineering
Master in Design & Art Direction | 2021 – 2022

Pontificia Universidad Javeriana, Bogotá
BA in Social Communication – Advertising | 2013 – 2018

Certifications & Courses

Fashion Photography – School of Visual Arts (SVA), New York, USA (2018)

Languages

Spanish – Native
English – Bilingual
Catalan – Basic
French – Basic

Skills

Creative & Conceptual

- Art Direction & Creative Strategy
- Research-driven Concept Development
- Storytelling & Narrative Design
- Trend Research & Forecasting

Design & Production

- Floral Styling & Set Design (bouquets, installations, large-scale structures)
- Photography (digital & analog)
- Video & Content Creation (social media, campaigns, behind-the-scenes)
- Graphic Design (branding, moodboards, visual identity)
- Floral Painting & Preservation Techniques

Collaborative & Strategic

- Social Media Savvy
- Team Collaboration & Leadership
- Cross-disciplinary Practice
- Project & Production Management