

Ivan Rodero

ART DIRECTOR / CREATIVE LEAD

Brand | Advertising | Design | Digital

Barcelona, Spain | ivanrodero@gmail.com | (+34) 634 299 049
https://linkedin.com/in/ivanrodero | https://design.ivanrodero.com

PROFILE

Art Director and designer working across brands, advertising, digital products and visual storytelling. I've spent my career moving between disciplines, from campaigns and brand identities to websites, products and physical spaces. Since 2017 I've led creative teams as Head of Art, while remaining very much a hands-on designer.

EXPERTISE

Art & Creative Direction | Brand Strategy & Identity | Graphic Design | Advertising | Digital & UX/UI | Design Systems
Visual Storytelling | AI-Assisted Creative Workflows | Team Leadership | Client & Stakeholder Management

EXPERIENCE

Mano de Santo, Barcelona, Spain | *www.manodesanto.info* | *Head of Art* | *11/2018 - Present*

- **Creative Direction** — Lead the creative direction and ongoing development of the brand across identity, digital, communications and physical spaces, helping transform a fragmented visual presence into a consistent and recognisable brand.
- **Design & Leadership** — Work hands-on across brand identity, graphic design and UX/UI while directing in-house design, managing freelancers and collaborating with production teams, clients and company leadership.
- **Project Management** — Manage projects from stakeholder discussions and budgeting through resources, production and delivery. Since 2023 all projects have been completed on time and budget, averaging a 13% increase in revenue per project.
- **Selected clients** — SEAT, Epson, Netflix, Mango and TF7.

We Love X, Berlin, Germany | *www.we-love-x.com* | *Product UX/UI Designer* | *01/2021 - 01/2023* | *Freelance*

- **Product Design** — Designed responsive comparison platforms from research and concept through UI, prototyping and developer handoff, working with Product Owners and stakeholders and using behavioural data to inform design decisions.
- **Results** — Redesigns contributed to increases of up to 20% in user engagement.

Barcelona LED, Barcelona, Spain | *www.barcelonaled.com* | *Head of Art* | *08/2017 - 11/2018*

- **Art & Brand Direction** — Led visual direction across retail, marketing, packaging and digital channels, including the design and development of packaging for a catalogue of more than 3,000 products.
- **Digital** — Worked on the UX/UI of the company's e-commerce platforms, with checkout improvements contributing to a 45% reduction in cart abandonment.

THE BRAND AGENCY, Perth, Australia | *www.brandagency.com.au* | *Creative Art Director* | *01/2016 - 12/2016*

- Campaigns, pitches and art direction within the Ogilvy/WPP network for clients including Rio Tinto, Water Corporation, The Department of Health and The City of Perth.

RARE, Perth, Australia | *www.hellorare.com* | *Creative Art Director* | *03/2015- 12/2015*

- Advertising, branding and digital projects for Australian and international markets, with clients including Mercedes-Benz, Rio Tinto and the Government of Western Australia.

EARLIER CREATIVE EXPERIENCE

Pixelmachine, Buenos Aires, Argentina | *Creative Art Director* | *2013 – 2015*

OSLO, Buenos Aires, Argentina | *Creative Art Director* | *2009 – 2010*

Craverolanis, Buenos Aires, Argentina | *Creative Art Director* | *2007 – 2009*

- Digital, integrated and ATL work for brands including PUMA, AXE, Samsung, HBO, Cinzano, Brahma and Galicia Bank.

EDUCATION

- **Master's in Big Data & Data Science**, Complutense University of Madrid | Madrid, Spain | 2022 - 2023
- **Bachelor's in Graphic Design**, Jorge Tadeo Lozano University | Bogotá, Colombia | 1997 - 2002
- **Diploma In Management**, MnM Institute | Sydney, Australia | 2014 – 2014

LANGUAGES

Spanish, Native | **English**, Full Professional Proficiency