

albaluna

CREATIVE DIRECTOR

Born in 1984 · Lives in Barcelona

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EDUCATION

Bachelor of Fine Arts
Polytechnic University of Valencia
Specialization in Graphic Design

Exchange Programs
National University of Australia
Photography & Multimedia

Czech Technical University
Interior Design & Architecture

SKILLS

Creative Direction · Art Direction · Brand Identity · Editorial Design · Packaging Design · CPG & FMCG Branding · Retail Marketing · Production Management · Cross-Functional Leadership · Client Relations · Product Launch Strategy

TOOLS

Creative Cloud · Firefly · Nano Banana

Seedream · Vizcom · ChatGPT

Asana · Figma · Miro

LANGUAGES

Spanish · Native
Catalan · Bilingual
English · Bilingual
Italian · Basic

WORK EXPERIENCE

kdc/one · Innovation, Manufactuing & Packaging Solutions
ASSOCIATE CREATIVE DIRECTOR
Oct. 2024 - Present · Barcelona

- Lead and mentor the creative team through ideation, conceptualization, and execution of innovative solutions, fostering a collaborative and high-performance environment.
- Drive and oversee multiple creative projects from concept to completion, ensuring alignment with brand vision and strategic objectives.
- Partner with innovation managers, clients, and cross-functional teams to understand goals, define timelines, and ensure on-time, on-budget project delivery.
- Oversee coordination with suppliers and production teams for successful packaging and product launches.
- Collaborate with clients to present creative concepts, integrate feedback, and refine designs that align with their vision.

SENIOR PACKAGING & GRAPHIC DESIGNER
Apr. 2019 - Oct. 2024 · Barcelona

- Developed packaging design systems for global FMCG brands.
- Managed full artwork lifecycle: concept development, structural alignment, production-ready files, and print supervision.
- Collaborate with marketing, design, and client teams to develop creative concepts and meet project deadlines.
- Supervise and mentor junior designers and interns to maintain high-quality output and team growth.

Clients: Safely, Victoria Secret, Bath & Body Works, Reckitt, Henkel, Unilever, SC Johnson and P&G.

VML · Advertising Agency
SENIOR ART DIRECTOR
Aug. 2016 - Mar. 2019 · Toronto, Canada

- Developed integrated creative campaigns for retail, in-store, print, and digital activation.
- Led art direction for major CPG brands within competitive retail environments.
- Collaborated with strategists and account teams on new business pitches and client growth initiatives.
- Oversaw final production and ensured creative excellence across deliverables.

Retailers: Walmart. Loblaws, Shoppers Drug Mart.
Clients: Unilever, Danone, GSK, Colgate-Palmolive, Nivea.

PROJECTS

Eco-Optimized Packaging Transition
We partnered with a key client to redesign the packaging of their best-selling products with a focus on sustainability and operational efficiency. The initiative involved transitioning to plastic-free materials and optimizing primary and secondary packaging to reduce air. This resulted in improved profit margins through raw material reduction while optimizing logistics, production and transportation costs. Contributed to 20% sales growth, long-term brand loyalty and sustainability goals.

Category Expansion Initiative
Developed internal branding for multiple product collections to expand our category within the division. The scope included creating cohesive visual identities, structural packaging designs, and artworks, along with commercial decks for client engagement. The initiative strengthened market presence, attracted new business opportunities, and drove revenue growth by enhancing product appeal and expanding partnerships.