

CRISTINA DE BLAS

ALL-TERRAIN CREATIVE

Art direction · UX & UI ·
Graphic design · Illustration ·
Final artworks · Copywriting · & more.



CONTACT

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ABOUT ME

TO DEFINE YOURSELF IS TO LIMIT YOURSELF

I am a multitasking creative: art director, copywriter, illustrator, product designer (UX/UI), packaging designer, graphic designer, final artworker, I like working in multiple projects and fields and learning new things. I am interested in sustainability and innovation.

I've worked offline and online, I've worked in an agency and by my own. I am used to working under pressure and with Scrum. What I like the most is to think ideas and concepts, to create campaigns that will make a better world, make people laugh, lead teams and work on bold and innovative projects.

AWARDS

HARD WORK REAPS DESIRED RESULTS

ACHIEVEMENTS IN 2022

CLIO AWARDS 1 Gold

CANNES LIONS Shortlist

**NEW YORK FESTIVAL
ADVERTISING AWARDS**
1 silver & 1 bronze

ADC
Grandprix Praxisarbeiten, 1 Silver,
2 bronzes and 2 shortlist

ONE SHOW AWARDS
1 merit & 6 shortlist

WEBBY AWARDS
1 nominee & 1 honouree

EUROBEST
1 bronze & 2 shortlist

DEUTCHEN DIGITAL AWARDS
Gold

EPICA AWARDS
1 Bronze and 4 shortlist

PREVIOUS YEARS

ONE SHOW AWARDS
Merit · 2019

CREATIVE CONSCIENCE
1 Shortlist 2019 · 1 Shortlist 2021

WINNER · NEW NOW (YCN)
2019

MAS AWARDS
Gold & Silver 2018

VERSUS (C DE C)
Winner 2018. Spanish national awards.

ACCESIT · MADRID EMPRENDE
2013. Madrid awards for entrepreneurs

E

EXPERIENCE

+10 YEARS OF EXPERIENCE IN 360° PROJECTS
6 OF WHICH IN CREATIVE AGENCIES

Art director | Creative (freelance)

Jan. 2023 / Current

SEÑORA RUSHMORE (WPP)

Most awarded agency in the history of the Club de Creativos, Spanish awards.
· **Functions:** 360° campaigns. Branding. Overseeing several departments.
· **Clients:** Asisa
· **Hit:** our team won the pitch for Asisa. Rebranding of Asisa.

Senior Art director | Creative

Jan. 2021 / Dec. 2022

MCCANN WORLDGROUP (IPG)

One of the most awarded agencies in the world.
· **Functions:** 360° campaigns for large multinationals. Work in english.
· **Clients:** Coca-Cola Group (Coca-Cola, Fanta, Fuzetea), Nestlé, Vodafone, Converse, Ikea, Mastercard, Beko, KFC, E.on, Virgin Radio, KFC, ROM.
· **Hit:** our team won 3 pitch (Netflix, E.on, Lion Cereals). We won the internal awards.

Art director | Creative | Interns supervisor

Jan. 2021 / Dec. 2022

BBDO (OMNICOM)

Most awarded agency in Spain history and one of the most awarded in the last decade in efficiency and creativity.
· **Functions:** 360° campaigns for large multinationals. Supervision of interns.
· **Clients:** Amnesty Internacional, Cepsa, Bankinter, Spanish Christmas Lottery, Spanish Association Against Cancer, Legálitas, Correos, Jazztel, among others.
· **Hit:** we won the Cepsa account, one of the most important national pitches of the year.

Senior freelance creative 360° | Consultant

2010 / Current

DIFFERENT CLIENTS (Sra. Rushmore, Université Paris-Saclay, 1919 Polo Patent, ATPerfiles, etc.). Conceptual development and execution of all types of creative projects, in all types of media, with a strong focus on ideas, digital experience (UX/UI) and product/packaging design in recent years.

NOVOBERBÉS

2016 / 2019

Design and illustration of packaging for food products and billboards.
Branding and final artworks.

TRES LABEL

2015 / 2017

Design and illustration of packaging for wine and spirits. Final artworks.

Creative | Art director | Copywriter (temporary contracts)

DAVID THE AGENCY (WPP) · (MIAMI)

May 2020 / October 2020

Most awarded agency in the world.
Clients: Burger King, Budweiser, Espolón, Sour Patch Kids, Hellmann's, Halls.
Hit: Working for Super Bowl commercials/campaigns.

SCHOLZ & FRIENDS · (HAMBURG)

January 2020 / March 2020

Germany's most awarded agency.
Clients: Redcross, Milka, PokémonGO, Hamburg Philharmonic.
Hit: Pitch of PokémonGO won with our project.

CREATIVE TOUR - C DE C - MULTIPLE AGENCIES

March 2019 / Sep. 2019

As a winner of c de c (Spanish National awards) I participated in a creative trainee tour in some of the most important agencies like **BBDO** (4 months internship), & Rosás, SCPF, Zapping and FCB & Fire.

Art director | Creative | Team Leader

2015 / 2018

EVERYONE (360° ADVERTISING AGENCY + FINAL ART STUDIO/PRINTER)
· **Functions:** Art direction and co-team management (8 people). Online and offline projects for worldwide leading brands. Graphic designer, illustrator, photo retoucher, final artwork.
· **Brands:** Peugeot, BodyBell (Douglas), Carrefour, Scandinavian Tobacco Group, González Byass (The London nº1, Tío Pepe, etc), among others.
· **Hit:** Achieve being a Team leader. Huge experience with a lot of everyday job both online and offline for worldwide leading brands.

Art director | Copywriter | Office Manager

2013 / 2015

AE. GOYA

Art direction, designs and illustrations for advertisement campaigns, social media, copywriting and branding.

Sales agent | Event Coordinator (team leader)

2011 / 2013

MULTIPLE CLIENTS (Citibank, Iberdrola, Brugal, among others). Team management.

EDUCATION

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Sustainable design

I have taken numerous courses on sustainability: sustainable graphic design, sustainable packaging design for e-commerce, eco-friendly packaging, etc.

Scrum master PSM II & product owner

 2021 / 2022

THEUNCODING.

Agile fundamentals • Scrum master PSM I • Scrum master PSM II • Product owner PSP01

Art direction & copywriting

 2018 / 2020

MIAMI AD SCHOOL (the most awarded school in the world).

Digital Marketing (2021 / 2022) • Business Expert (2018 / 2019)

THE POWER MBA

UX/UI

 2018 / 2019

MR MARCEL SCHOOL

UX/UI projects management, leadership and implementation (APPs and webs). Methodologies: LEAN, Design Thinking, Google Design Sprint, Kanban, SCRUM. Techniques and tools for co-creation, users research (usability tests), business requirements, interface design, prototype, wireframes, user flows, user journeys, frameworks and design systems.

Master's degree in art direction

 2012 / 2013

ESDIP

Degree in advertising, design and illustration

 2010 / 2013

ESDIP

ESDIP is considered the second best illustration school in the world, according to Gráfica, the reference magazine in the sector.

Cinema 4D

 2018

CICE

Immersive 360.

 2016

Production of virtual reality videos

UTOPICUS

Graphic product design

 2016

CEPEF

Forestry engineering

 2008 / 2010

UPM

I like to solve problems, challenges, and learning new things. I did that at Engineering. I learnt to think in a different way. But I missed creativity so I change to a field that has both: advertising.

Other courses

Multiple courses on packaging, digital retouching, naming, IG filters, among others.

LANGUAGES

SPANISH (native), ENGLISH (advance), FRENCH (basic), GERMAN (A1).

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English

- English copywriter (english work experience & studies)
- Advance level course -American Language + British Council
- First Certificate in English - Cambridge University

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SKILLS

IF IS NOT HERE, I CAN LEARN IT

Ideas & concepts
Integrated advertising
(360-degree campaigns)

UX/UI
Art direction & Creative Direction
Packaging
Illustration
Design
Sustainable design
Typography
Copywriting
Digital retouching
Branding
Animation
Video & Photography
VR
Motion Graphics
3D
Html/CSS

Team management & Project leader

(Experience leading teams & overseeing multiple departments)

AI
ChatGPT
Midjourney
Dall · E
Stable Diffusion

Social Media
Youtube expert by Google Hamburg
TikTok
BeReal
Twitch
Facebook, IG, Twitter

LEAN
Design Thinking
Google Design Sprint
SCRUM

Presentation Skills
Strategic Thinking
Cross-functional Collaboration

S

SOFTWARE

MAC & WINDOWS

Adobe CC

Illustrator, Photoshop, Indesign, Acrobat, After Effects, Premier.

UX

Sketch and plug-ins (Craft, Runner, Iconfont, Distributor, and Anima, among others), Invision Studio, Principle, Trello, UI kits, Kanban.

Office

Power Point, Word, Excel.

Others

Cinema 4D, Keynote, Prezi.



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**CRISTINA
DE BLAS**

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Thanks for your time! :)