

Pablo Sánchez Fernández

SENIOR BRAND DESIGNER & ART DIRECTOR | SCALABLE VISUAL SYSTEMS | CREATIVE LEADERSHIP

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PROFESSIONAL SUMMARY

Senior Brand Designer and Art Director with 12+ years of experience building brand identity systems, scalable visual frameworks, and multi-format communication across FMCG, banking, telecoms, and international development environments. My work as a Senior Brand Designer combines strategic thinking with hands-on execution across every stage of the brand process.

My background is rooted in advertising creative leadership — including 5+ years at VCCP Spain across banking, insurance, telecoms, and beverages — which gives me the ability to think in both systems and campaigns simultaneously, and to build visual identities that hold up across brand, content, and activation.

Since 2020 I have worked independently across brands, startups, and international organisations, combining hands-on execution with longer-term brand system builds.

CORE SKILLS

Creative Direction & Branding

Brand Identity · Design Systems · Brand Guidelines · Visual Identity · Typography · Visual Language · Brand Architecture · Art Direction · Creative Direction · Concept Development · Layout Design

Visual Systems & Communication

Scalable Communication Assets · Multi-format Rollouts · Content Systems · Cross-channel Consistency · Information Design · Style Guide · Brand Toolkit

Tools

Adobe Creative Suite (Illustrator, InDesign, Photoshop) · Figma · Generative AI Workflows

EXPERIENCE

Aidporter

Co-Founder & Creative Lead · April 2023 — Present

Visual communication consultancy helping consulting firms and international organisations communicate complex ideas with clarity and visual impact. Work spans brand identity systems, style guides, design systems, presentation design, and infographics for the international development sector. 10+ projects across Spain, Belgium, Germany, and Italy, supporting programmes in 15+ countries across Africa, Asia, and Eastern Europe.

- Delivered presentation design, reports, and branded assets across complex multi-stakeholder projects, from briefing through to final delivery, managing stakeholder communication and cross-functional teams.
- Built visual systems and frameworks in collaboration with consulting firms including GOPA, IBF and Acciona, contributing to projects linked to the European Investment Bank and the World Bank.

Independent Professional

Freelance Senior Art Director · October 2020 — Present

Collaborating with brands, agencies and startups on brand identity, rebranding, design systems, and multi-format visual communication. Selected clients: O2, L'Occitane, Transitions, among others.

- Developed visual identities, brand guidelines, style guides, and scalable brand asset systems with a focus on typography, colour systems, and visual language. Delivered in Figma and Adobe Creative Suite.
- Built campaign visual systems and cross-platform assets covering OOH, digital, social, web, and CRM formats, structured as component libraries designed to scale across markets without rebuilding.
- Led concept development, art direction, and hands-on execution within fast-paced, cross-functional environments, integrating generative AI workflows into ideation and production where relevant.

VCCP Spain

Creative Supervisor · June 2019 — October 2020

Led client-facing integrated branding and communication projects across banking, telecoms, and FMCG — managing a creative team of 7 and 10+ pitches in the final year alone, from briefing through stakeholder presentation and rollout. Selected clients: Banco Santander, Cervezas San Miguel, Microsoft, among others.

- Led multidisciplinary creative teams across brand identity, campaign, and visual systems projects, maintaining brand guidelines compliance across every touchpoint.
- Coordinated with production companies, 3D studios, UX teams, and international VCCP offices to ensure visual consistency and creative quality.

Senior Art Director · October 2015 — May 2019

Developed integrated campaigns, brand systems, rebranding projects, and visual identity work across digital and traditional channels — winning major accounts including Banco Santander, Genesis Seguros, Cervezas San Miguel, and Alsà. A standout was the Banco Santander Formula Rock campaign: 21M+ people reached across 7 international markets, 83% increase in engagement, Bronze Lion at Cannes Lions.

Led visual concept development, art direction, and production across multi-format projects for major consumer brands, including photography, video, and pitch materials.

Developed social content systems, visual identity assets, and cross-platform communication assets.

EDUCATION

Miami Ad School Madrid · Art Direction Portfolio Program · 2012–2014

Martin-Luther-Universität Halle-Wittenberg · Master in Medien und Kommunikationswissenschaft · 2011–2012

Universidad Complutense de Madrid · Bachelor's Degree in Audiovisual Communication · 2007–2012

LANGUAGES

Spanish: Native | English: Professional Working Proficiency | German: Limited Working Proficiency