

© 2026
Independent Brand
& Packaging Art Director.
Barcelona, Spain.



I believe great brands are built with clarity, consistency and attention to detail. For more than 20 years I've collaborated with agencies, creative studios and international brands, turning ideas into identities, packaging and visual systems.

My work combines strategic thinking, visual craft and production expertise, bringing ideas from concept to final execution.

Throughout my career I've partnered with brands including Danone, Lidl, Budweiser, Honda and Cirque du Soleil, collaborating with agencies such as VML, Battle Group and Columna Branding.

Today I work independently from Barcelona, collaborating with agencies across Europe. I integrate AI where it genuinely improves the creative process, allowing more time for what matters most: thinking, refining ideas and crafting meaningful design.

Expertise: Brand Identity / Packaging Design / Creative Direction / Visual Systems / Typography / Brand Guidelines / Print & Production / Campaign Design / Art Direction. Tools: Adobe Creative Suite / Cinema 4D / Midjourney / ChatGPT

