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Independent Brand & Packaging Art Director
Barcelona, Spain · Remote / Europe



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, taking ideas from concept through to final execution. I work across brand identity, packaging, campaigns, visual communication and 3D, always looking for the right balance between creative thinking and meticulous execution. Throughout my career, I've worked 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 remotely with agencies and clients across Europe. I integrate AI into my creative workflow where it genuinely adds value, helping me explore and develop ideas while keeping creative thinking, craft and meaningful design at the centre.

Expertise: Brand Identity / Packaging Design / Art Direction / Creative Direction / Visual Systems / Campaign Design / Typography / Brand Guidelines / 3D & CGI / Print & Production. Tools: Adobe Creative Suite / Cinema 4D / Blender / Midjourney / Magnific / AI-assisted creative workflows. Availability: Available for freelance projects and creative collaborations with agencies, studios and brands across Europe.

