

# Art Director and Designer with a weakness for croissants and window seats.

**That's me, Isabel. I am a visual storyteller and avid traveler. My sweet spot in branding and advertising.**

During my time in the field, I've been fortunate to work with brands across many industries—Sky, Movistar+, LaLiga, UPS, Royal Caribbean, BCG, among others—, take part in award winning projects, and contribute to the creative community by leading LW&D Atlanta and collaborating with MODA and AIGA. I also run my own design consulting firm, [Givemeabrief](#).

I am a love-at-first-sight believer and a blank-page aficionado. My clients know me for my keen eye for detail and thought-partnership approach, and my friends for my obsession with travel guides.

Keep reading for the full rundown.

## EXPERIENCE

### ART DIRECTION & DESIGN

*The Boston Consulting Group, 09/21 - Now*

Conduct project scoping and brainstorming sessions to capture business challenges, set expectations, and find creative solutions. Mentor and support junior designers, improving team efficiency and output quality. Partner with cross-geo teams from different verticals for the launch of global initiatives.

### ART DIRECTION & DESIGN

*Yellobee Studio, Atlanta, 03/19 - 09/21*

Guide design strategy and execution on a project basis, driving quality control. Develop cohesive concepts for brand identity, online presence, and video production, for different industry sectors (healthcare, logistics, environmental, financial, and hospitality). Curate every aspect of the design process, from the conceptual phase to the final execution, ensuring quality control.

### ART DIRECTION & DESIGN

*The Agency Good, Madrid, 04/18 - 03/19*

Responsible for the design and development of advertising campaigns and corporate identities for the entertainment sector. Provide creative direction to ad-hoc teams for the different campaign deliverables—digital marketing, campaign shootings, press materials, and social media content.

### GRAPHIC DESIGN

*Yellobee Studio, Atlanta, 03/17 - 03/18*

### GRAPHIC DESIGN

*FV Magazine, New York, 08/16 - 03/17*

### GRAPHIC DESIGN

*Palacios y Museos, Madrid, 02/16 - 08/16*

## EDUCATION

### MASTERS IN ART DIRECTION AND ADVERTISING

ESDesign Barcelona, 2018-19

### BACHELOR OF ARTS IN DESIGN

GPA: 9/10 (3.8/4)

Complutense University, Madrid, 2012-16

**FINE ARTS** High School Honors Student  
I.E.S. Delicias, Valladolid, 2010-12

### FOREIGN STUDIES

Limerick School of Art&Design, Ireland, 2015

Strathcona High School, Edmonton, 2011

Virgilio High School, Milan, 2010

## AWARDS/PUBLICATIONS

**Shoutout Atlanta.** Feature article 2021 and 2022

**Hermes Creative Award.** Calendar design 2018

**MA Final Project** Finalist, ESDesign 2019

**Entremeses Ilustrados** book, Madrid 2016

## SOCIAL PROJECTS

**Ladies, Wine & Design,** Atlanta Leader

**MODA Atlanta,** Volunteer

## EXHIBITIONS

AIGA ATL Poster Show, 2018/19/20

Graduate Exhibition, UCM, 2016

Collective exhibition, Marfa Zambrano, 2015

Collective exhibition, Pub Matilda, 2014

Collective exhibition, Greek&Shop, 2014

## SKILLS

### LANGUAGES

SPANISH ●●●●●

ENGLISH ●●●●●

ITALIAN ●●○○○

### DESIGN SOFTWARE

Photoshop ●●●●●

Illustrator ●●●●●

InDesign ●●●●●

Premiere ●●●●○

After Effects ●●●○○

Wordpress ●●●○○

Procreate ●●●○○

Figma ●●●○○

### OTHER SOFTWARE

Power Point ●●●●●

Word ●●●●●

Excel ●●○○○

Pages ●●●●○

Keynote ●●●●○

Trello ●●●●●

Jira ●●●○○

Of course, you still need to see the real work. Click below to view my portfolio.

[givemeabrief](#)