

## nacho poveda

SENIOR ART DIRECTOR

Art director with extensive experience in the design of graphic, audiovisual and web pieces for agencies, startups and multinationals.

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🌐 nachopov.com

## Education

- 2022** Advanced HTML & CSS course  
Domestika
- 2021** Creative writing course  
Escuela de escritores
- 2019** Character illustration course  
Crehana
- 15-16** Master in 3D and VFX  
Escuela Trazos
- 11-15** Degree in AV Communication  
Universidad Nebrija




## Skills

- Creativity and concept design
- Simultaneous project management
- Communication and presentation to clients
- Adaptation to tight timings
- Teamwork

## Software

- ▶ Design Photoshop / Illustrator / InDesign
- ▶ Audiovisual After Effects / Premiere / Audition
- ▶ UI/UX Figma / InVision / Visual Studio Code
- ▶ 3D Cinema 4D / Maya
- ▶ Agile Asana / Microsoft Office

## Extras

-  Coca-Cola European Partners 2017 event producer
-  Codirector at ADN XVI Short Film Festival
-  Audience Award at the ADN XV Short Film Festival

## Experience

2016 - TODAY

**Art director** — Quadrosphera

Art direction for startups, agencies and large companies. Management of several simultaneous projects with clients, task sharing with team and technical mentoring. Projects of:

- Creation and development of brand identities.  
Design of logos, brandbooks and corporate material.
- Motion graphics and editing for TV, Social Media and DOOH.  
Motion design, editing, audio and colour grading.
- Development of e-commerce and corporate websites.  
UX/UI design in Figma. WP development with HTML, CSS and PHP.
- Design of graphic pieces for outdoor advertising.  
Graphic design of posters, MUPIs, buses...
- Graphics for Paid Media campaigns in banners and Social Media.  
Design for RTB, Amazon, Meta, Google, In-video banners, etc.
- Motion design and editing of Kickstarter/Crowdcube campaigns.  
Editing and animation of corporate and product videos.
- Creation and design of project presentations.  
Visual designs in Figma (PDF & Pitchdeck) and PPT templates.

2015 - 2016

**Motion grapher & editor** — Quadrosphera

Design, video editing and corporate motion graphics.

2014 - 2015

**Motion designer** — Freelance

Creation of graphic and video pieces for SMEs and Startups.

2013 - 2014

**Designer Trainee** — La Pizarra Produce

Production, editing and motion graphics. Branding and Wordpress website.

2012 - 2013

**Graphic Designer** — DiScript

Design of guides, brochures, flyers and books for digital printing.

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## Languages

- ▶ Spanish Native language
- ▶ English \*C1 - English Professional Skills Certificate

## Clients

Agencies

Avante, Havas Media, Momentum, Newlink

Startups

BNext, Eranovum, Brava Fabrics, Muroexe

Big companies

BNP, Caixabank, Cepsa, Citroen, Coca-Cola, Diageo, Fremantle, Mapfre, Opel, Oppo, Schmidt, Sopat, Winston.