



# AGUSTÍN MAÑANA

## ART DIRECTOR / CREATIVE LEAD

Bachelor in Graphic Design

### CONTACT

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Nice to meet you! I'm Agustín Mañana, 32 years old and currently leading as the Art Director & Creative Lead at Dentsu Uruguay.

I'm deeply passionate about fostering creativity, advertising, and applying innovative design with new technologies. Always committed to imparting the knowledge, tips and tricks that I acquired through years of dedicated work and experience, emphasizing a culture of continuous learning and growth.

**HOPEFULLY WE CAN WORK TOGETHER :)**

### ABOUT ME

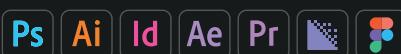
#### PROFESSIONAL

Leadership & teaching  
Agile resolution  
Fluent advanced english  
Campaign development  
Development of digital plans  
Strategic planning  
Animation and video editing  
Copywriter of texts and scripts  
Digital & traditional illustration  
Packaging production  
Graphic identity development  
Web layout  
Media handling

#### PERSONAL

Explosive imagination  
Great enthusiasm  
Desire for research  
Dedication  
Flexibility  
Adaptability  
Quick decision making  
Teamwork leadership  
Sociability  
Initiative  
Improvisation  
Time optimization  
I make bad jokes

### SKILL SET



PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
AFTER EFFECTS

Premiere Pro  
Lightroom  
Media Encoder  
Figma

### BACKGROUND

#### BACHELOR IN GRAPHIC DESIGN

- Universidad ORT
- 7 March 2012 - 24 October 2018

Graduated from the ORT University with a degree in Graphic Design in 2018.

### WORK EXPERIENCE

#### SENIOR ART DIRECTOR / CREATIVE LEAD

- Suárez&Clavera, Montevideo
- 18 January / 2021 - Present

Art Director & Creative Lead at Dentsu Uruguay in Suárez&Clavera. I lead the development of advertising and design campaigns for prominent clients including General Motors, Chevrolet, JYSK, Pernod Ricard, MetLife, Fiserv, Prex and others. My role involves guiding the creative team to deliver impactful solutions that meet the specific needs of each client in any form of media they require.

#### ART DIRECTOR / CREATIVE LEAD

- Wunderman Thompson, Montevideo
- 09 November / 2020 - 11 January / 2021

Art Director for Janssen (Pharmaceutical Companies of Johnson & Johnson) at Wunderman Thompson. Leader and advisor in the area of design and creativity for the development of print, digital and multimedia for the pharmaceutical divisions in the United States.

#### SENIOR CREATIVE GRAPHIC DESIGNER

- Publicis Ímpetu, Montevideo
- 15 September / 2019 - 01 November / 2020

Exclusive designer for Tienda Ingresa and Santa Rosa Groupe (Renault). I specialize in the development of traditional graphic materials and digital content for both brands. Collaborated in the development of monthly and annual campaigns, as well as institutional presentations and everything that the brands need.

#### ART DIRECTOR / CREATIVE

- Ginkgo Mullen Lowe, Montevideo
- 09 November / 2018 - 14 September / 2019

Art Director at Ginkgo for Santa Rosa Groupe (Renault & Nissan), Megalabs, Eurofarma, Spefar, and Tiendamia, I served as a key player in supervising and developing visual content, graphic materials, and the creation/presentation of advertising campaigns for the agency's diverse clients.

#### GRAPHIC DESIGNER / CREATIVE

- Publicis Ímpetu, Montevideo
- 09 September / 2017 - 10 November / 2018

Designer in charge of Movistar / Telefónica (Foundation) communication. Focused on the development of the different social networks of the brand, banners and ads, as well as the organization of digital plans and campaigns. Experience in traditional and digital media design for L'Oréal (Lancôme / Ralph Lauren / Giorgio Armani / Biotherm / Cacharel / Yves Saint Laurent), Nestlé, Nuevo Siglo, Nike, BROU, Sarubbi, among others.

### BRANDS I WORKED WITH

