



DAVID GUILLERMO LÓPEZ HERRERO

Art Director

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Nationality | Spanish

NIE | 03113011-F

ABOUT ME | I am an art director with 10 years industry experience, working on branding, marketing direct, advertisement, web and print for a range of international brands. My design processes include research, conceptual thinking, visual strategy, image development and execution.

COMPUTER SKILLS

- Adobe Photoshop.
- Adobe Illustrator.
- Adobe In Design.
- Adobe Flash.
- Dreamweaver.
- Macromedia Freehand.
- Microsoft Office.

EDUCATION

Graduated in Fine Arts Faculty | 1996/2001
University of Salamanca | Spain

Web Design Training Course | 2006
Discovery Training Center | Madrid, Spain

Webmaster Training Course | 10/06 – 05/07
Crea Center | Madrid, Spain

CAREER HISTORY

- ☞ **Bloom Branding** | Khobar (Saudi Arabia)
Creative Director | 9/11 – Present
- ☞ **Bittia Group** | Gijón (Spain)
Senior Art Director | 10/08 – 09/11
- ☞ **CP Proximity** | Madrid (Spain)
Senior Art Director | 10/06 – 09/08
Development art project for Gillette,
Line Direct, Barclays Bank, Spanair.
- ☞ **EHS Brann** | Madrid (Spain)
Senior Art Director | 05/05 – 09/06
Development art project for Banif, Aguirre
Newman, Barclayscard, Kelloggs, Esic.
- ☞ **Thinksmart** | Madrid (Spain)
Art Director | 02/03 – 04/05
Development art project for Amena,
BMW, Siemens, Citibank, Gas Natural,
Samsung.
- ☞ **BSB** | Madrid (Spain)
Art Director | 11/01 – 01/03
Development art project for Renault.

COLLABORATIONS — face to face

Brand Union | Madrid (Spain)
Senior Art Director | 2011

That's Nice | New York (USA)
Senior Art Director | 2011

Miracle | Manama (Bahrain)
Senior Art Director | 2010

AWARDS

For La Asturiana “*Briks Mágicos*” | 2010
Best packaging CHUPETE
Gold and Bronze BEST PACK

For Esic “*La Fábrica de Ilusiones*” | 2007
Bronze IMAN
Shortlist CANNES LIONS
Finalist ECHO AWARDS

For A. Newman “*Más grande si se puede*” | 2006
Shortlist CANNES LIONS
Finalist THE EUROPEAN AWARDS