

# Jose M. Bua // CREATIVE ART DIRECTOR



I have accumulated **over 10 years of experience in advertising**, setting goals, creating concepts, learning, and leading creative teams.

I gained the trust of **major international brands** for my design, innovation and application of digital solutions and achieving profits of more than 8M\$. As a result, **over 20 awards** and distinctions in Europe and America.

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## Skills



Adobe Creative Suite  
After Effects  
Z-brush  
Social Media  
Microsoft Teams • Trello  
Sketch • Xd • Figma  
Photography • Illustration  
Public Speaking • Presentation

## Education

**Humber College**  
Advertising & Graphic Design Diploma

**European University of Madrid**  
Bachelor of Advertising & PR

## Recognitions

**20Doors** Scholarship 2022  
by Zulu Alpha Kilo

**The Dean's List**  
Fall 2021 / Winter 2022

**Smile Ads Awards**  
Jun 2022

**ASPID Healthcare Advertising Awards**  
2017 / 2018 / 2019 / 2021

**The "OutoftheBox" Award**  
Apr 2005

## Experience

**Creative Director / Agency: Grow Communication Spain / Aug 2015 - Jul 2021**

- Directed and tutored 3 creative teams, conceptualizing campaigns, using digital environments, on-site and virtual events, printed media or ad shootings.
- 90% success rate in client and project acquisition.
- More than 10 awards and over 5M\$ profit in new accounts and projects.
- 12 different significant brands as Johnson&Johnson, Pfizer, Janssen, Roche, Viatrix, the Ministry of Health, Mylan and other European healthcare companies.

**Creative Art Director / Agency: Estamos en ello / Sep 2008 - Jul 2015**

- Grew generating great ideas and concepts from briefs, responding to 3 or more hiring contests per month.
- Dealing with heavy workloads, collaborating with teams of copywriters and account services, working with tight weekly deadlines.
- Served clients as Ogilvy, Publicis, Sony Music, Anaya, The Ministry of Education, and Sneakerlost.
- Managing an art studio-gallery, designing ads, mockups, packaging and logos.

**Art Director Jr. / Agency: Young & Rubicam Madrid / Jun. 2006 - Apr 2008**

- Hired a year before graduating from University, I played an active role in strategic brainstorming and ad design.
- Concept development, creative briefing, execution and creation of 360° campaigns.
- Conceptualized solutions for clients such as LandRover, Movistar or Carrefour.

TALENT IS IMPORTANT.  
SO IMPORT IT.

