ALEX DE SANTOS

ART DIRECTOR & SENIOR GRAPHIC DESIGNER

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HELLO! I'm Alex, an Art Director and Senior Graphic Designer with over 15 years of experience working with international brands like Samsung, Lego, McFIT, Disney, Netflix, Nutella and more, across agencies and in-house teams in Mexico and Germany. I specialize in generative AI image production for commercial and retail environments, building campaign-ready visuals from brief to final delivery. I work fast, I have a strong eye for detail, and I love the moment when a concept clicks into something that actually works.

BRANDS I'VE WORKED WITH

Samsung, Lego, McFIT, Disney, Netflix, Nutella, Nivea, Red Bull, Gold's Gym, Holmes Place, John Reed, Heimat, Engie, Benetton, Pizza Hut, AT&T, Splenda, Burberry, Avery, DECIEM, Polaroid and more...

EXPERTISE

Advertising & Campaign Development
Branding & Implementation
AI Image Production & Post-Production
Digital & Social Media Content
Photo Shoots & Art Direction
Corporate Identity & Visual Communication
Pitch Presentations & Creative Strategy
Editorial, Packaging & Print Design

AI TOOLS

ChatGPT	Claude
Midjourney	Nano Banana
Runway	ElevenLabs
ComfyUI	Weavy

SOFTWARE PROFICIENCY

Photoshop
Illustrator
InDesign
Figma
Premiere
After Effects

KEY SKILLS

AI-Driven Visual Production
Creative Strategy & Concepting
Campaign Art Direction
Brand Identity & Visual Systems
Photo Shoot Direction
AI Workflow & Prompt Engineering

WORK EXPERIENCE

CREATIVE DESIGNER *Oct 2025 – Oct 2026*
Jingdong | Joybuy, Berlin, Germany.
AI-driven art direction and campaign imagery for a fast-paced e-commerce platform, from concept to final delivery at scale.

ART DIRECTOR *Nov 2022 - Dec 2024*
RSG Group GmbH, Berlin, Germany.
Concept-driven campaigns and visual communication for fitness and lifestyle brands, across digital, print and editorial.

CREATIVE & ART DIRECTOR *Aug 2018 - Feb 2022*
Ideomanos Creative Agency, Mexico.
Creative strategy, art direction and BTL activations for international brands, from pitch presentations to final execution.

SENIOR DIGITAL DESIGNER *Aug 2017 - Aug 2018*
OMD Mexico, Omnicom Media Group.

LEAD DESIGNER *Aug 2016 - Aug 2017*
MEC, Wavemaker Mexico, WPP.

SENIOR GRAPHIC DESIGNER *Jun 2014 - Aug 2016*
Diamond Electronics Mexico.

GRAPHIC DESIGNER *Apr 2010 – Jun 2014*
Brake Parts Inc. Mexico.

EDUCATION

SPECIALIST IN GENERATIVE ARTIFICIAL INTELLIGENCE *2024*
La Hauss, Spain.

BA, GRAPHIC DESIGN *2006 - 2009*
Universidad Tecnológica de México, Mexico City.

STUDIES IN ADVERTISING *2005 - 2006*
Universidad de la Comunicación, Mexico City.

LANGUAGES

Spanish (native)	English C1	German B2
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INTERESTS

Travel	Film	Art
Puzzles	Books	Music