

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
Photo Shoots & Art Direction
Editorial, Packaging & Print Design
BTL Activations & POP Displays
Digital & Social Media Content
Corporate Identity & Visual Communication
Pitch Presentations & Creative Strategy

AI TOOLS

ChatGPT
Nano Banana
Midjourney
Runway

SOFTWARE PROFICIENCY



KEY SKILLS

AI-Driven Visual Production
Creative Strategy & Concepting
Campaign Art Direction
Brand Identity & Visual Systems
Photo Shoot Direction
Attention to Detail & Precision

WORK EXPERIENCE

CREATIVE DESIGNER Oct 2025 – Present

Jingdong | Joybuy, Berlin, Germany.
AI-driven art direction and campaign imagery for a fast-paced e-commerce platform, from concept to final delivery.

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.

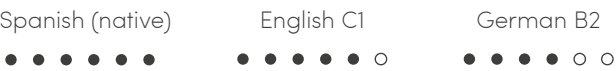
BA, GRAPHIC DESIGN 2006 – 2009

Universidad Tecnológica de México, Mexico City.

BA, ADVERTISING 2005 – 2006

Universidad de la Comunicación, Mexico City.

LANGUAGES



INTERESTS

