

ALEX DE SANTOS

ART DIRECTOR & SENIOR GRAPHIC DESIGNER

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HELLO! I'm Alex, a designer with over 15 years of experience crafting visual identities, advertising campaigns, and brand narratives for international companies. My expertise spans both traditional and digital media, allowing me to create compelling visuals that strengthen brand presence and engagement.

With a strong balance between conceptual thinking and hands-on execution, I specialize in transforming ideas into impactful, high-quality design solutions. Always eager for new challenges, I'm committed to pushing creative boundaries and delivering meaningful brand experiences.

BRANDS I'VE WORKED WITH

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

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
Midjourney
Runway
Eleven Labs

SOFTWARE PROFICIENCY

Photoshop
Illustrator
InDesign
Premiere
After Effects
Figma

KEY SKILLS

Multi-Project Management
Creative Problem-Solving
Team Collaboration
Strategic Thinking
Adaptability & Versatility
Attention to Detail & Precision

WORK EXPERIENCE

- ART DIRECTOR**
RSG Group GmbH, Berlin, Germany.
Nov 2022 - Dec 2024
- CREATIVE & ART DIRECTOR**
Ideomanos Creative Agency, Mexico.
Aug 2018 - Feb 2022
- SENIOR DIGITAL DESIGNER**
OMD Mexico, Omnicom Media Group.
Aug 2017 - Aug 2018
- LEAD DESIGNER**
MEC, Wavemaker Mexico, WPP.
Aug 2016 - Aug 2017
- SENIOR GRAPHIC DESIGNER**
Diamond Electronics Mexico.
Jun 2014 - Aug 2016
- GRAPHIC DESIGNER**
Brake Parts Inc. Mexico.
Apr 2010 - Jun 2014

EDUCATION

- SPECIALIST IN GENERATIVE ARTIFICIAL INTELLIGENCE**
La Hauss, Spain.
2024
- BA, GRAPHIC DESIGN**
Universidad Tecnológica de México, Mexico City.
2006 - 2009
- BA, ADVERTISING**
Universidad de la Comunicación, Mexico City.
2005 - 2006

LANGUAGES

Spanish (native) English C1 German B1

INTERESTS

Travel Film Art
Puzzles Books Music