

Luis Sanz

Creative Director · Art Director · Brand Strategist \
Web, Print, and Motion Graphics

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Professional Summary

Creative Director and Brand Strategist with over 25 years of experience across print, web, and multimedia platforms. Originally from Spain and now based in the U.S., I blend European sensibility with American innovation to create compelling visual communications. I specialize in brand development, creative direction, and design strategy, offering a unique mix of aesthetic insight and functional design thinking.

Graphic design for web, print, and motion graphics.

Core Competencies

- Creative Direction & Brand Development
- UX/UI Design & Front-End Web Design
- Cross-Platform Design (Print, Web, Multimedia)
- Project & Team Leadership
- Typography & Visual Storytelling
- Strategic Thinking & Client Relations
- HTML/CSS, WordPress + Elementor

Professional Experience

Creative Consultant – Creative Director / Art Director / Brand Strategist

Jan 2020 – Present

Freelance / Contract – USA & International

- Partner with businesses to create compelling brand identities and effective visual strategies.
 - Lead end-to-end project execution from concept to delivery across digital and print.
 - Mentor teams and manage cross-functional collaboration to drive innovation and quality.
 - Deliver thoughtful, user-centered design rooted in strong communication and visual clarity.
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Creative Director

University of California, Riverside – Office of Strategic Communications

Jan 2007 – Jan 2020

- Directed brand identity and visual communication strategy across all media.
- Managed team of designers delivering web, print, and multimedia assets for university-wide campaigns.
- Led project planning, creative direction, and stakeholder engagement.
- Designed and developed UX solutions: wireframes, style guides, templates, and layouts.
- Maintained consistent visual standards across institutional materials.

Senior Graphic Designer / Front-End Web Designer

Más Madera, Advertising – Madrid, Spain

Jan 2004 – Jan 2005

- Created integrated print and digital campaigns for national clients.
- Collaborated on brand positioning and marketing strategies.
- Delivered front-end web design and development using HTML/CSS.

Art Director

Juxt Interactive – Newport Beach, CA

Jan 1998 – Jan 2002

- Spearheaded art direction for award-winning interactive and multimedia projects.
- Guided creative teams on digital design for clients such as Coca-Cola, Adobe, Red Bull, and Toyota.
- Played a key role in business development, client presentations, and visual innovation.
- Delivered creative strategies for microsites, full sites, animations, and print.

Education

Bachelor's Degree in Advertising and Public Relations

Universidad Complutense de Madrid – Spain

Diploma in Graphic Design

School of Digital Design of Madrid – Spain

Languages

- English (Fluent)
- Spanish (Native)

Technical Skills

- **Design Tools:** Adobe Photoshop, InDesign, Illustrator, Adobe XD, After Effects
- **Web Tools:** HTML / CSS, WordPress + Elementor / Webflow
- **Project Tools:** Wireframing, Style Guides, UX Prototyping