Pedro Valdecantos Saavedra

Creative Art Director

Creative Director & Art Director specialised in developing campaigns, visual identities and brand content. I combine concept development, art direction and production to build ideas and visual worlds from initial concept through final execution.

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Experience

 # JANUARY 2026 > PRESENT

Creative Direction & Art Direction – Potlatch Agency / Freelance

 # JULY 2019 > PRESENT

Creative Direction & Art Direction – Walrocks / Freelance

- *Development of campaigns, visual identities and brand content across advertising, fashion and lifestyle projects.*
- *Art direction and creative supervision across photography, film, branding, social media and production.*
- *The Macallan · Nike · Highland Park · Prime Video · Shiseido · Pernod Ricard · Tiwi · Aguirre & Newman · Jazztel · Capiro Design*

 # SEPTEMBER 2022 > JANUARY 2025

Creative Director – Morrison Shoes

- *Creative direction and evolution of the brand's visual identity.*
- *Development and supervision of campaigns, content, ecommerce, social media, photography and film productions.*

 # JANUARY 2021 > FEBRUARY 2022

Creative Director & Strategist – H2H Agency (Human to Human)

- *Development of strategies, concepts and influencer marketing campaigns for brands including L'Oréal, Puig, Pepe Jeans, Diamond Films, Pepsi and Volvo.*
- *Creative direction from concept development through final execution.*

 # SEPTEMBER 2019 > JUNE 2020

Senior Creative & Art Director – The Summer Agency / Freelance

- *Concept development and art direction for campaigns and projects for Paramount, Skydance, El Corte Inglés and Nestlé.*
- *Creative and visual development from initial concept through final execution.*

 # SEPTEMBER 2016 > SEPTEMBER 2019

Creative Supervisor & Art Director – Peanuts&Monkeys Agency

- *Creative supervision and campaign development for brands including Disney Studios Spain and Mitsubishi Motors.*
- *Concept development, art direction and coordination of creative execution across campaigns and brand content.*

 # EARLIER EXPERIENCE > 2012 – 2016

Creative & Art Director – Pingüino Torreblanca
Photography & Retouching Assistant – TENDAM
Junior Creative & Art Director – Adsolut
Digital & Product Marketing – Telefónica / Tuenti / Terra

Education

 # 2015 > 2016

Master's Degree in Art Direction & Advertising Creativity – TAG Creative School

 # 2008 > 2014

Degree in Advertising & Public Relations – CEU University

 # 2008 > 2013

Degree in Media & Communication studies – CEU University

Additional education

*# 2025_* **Creation & Branding, Retail & Client Experience – The INSIDE LVMH Certificate**
*# 2025_* **Artificial Intelligence for Creators – CEI**
*# 2023_* **Fashion Art Direction – Manuel Ridocci Studio**
*# 2022_* **Art Direction for Fashion Photography – Park Creative Studio**
*# 2021_* **Photography & Art – Too Many Flash School**

Tools: *Adobe Creative Suite · Figma · Midjourney · OpenAI · Gemini* | **Languages:** *English > Advanced Italian > Intermediate Spanish > Native*