



DANIEL CUADRADO ROMERA

CONTACT

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Behance Portfolio

LinkedIn Profile

danielcuadradoromera.framer.website

EDUCATION

PMP, CAPM & Agile/Scrum Exam Preparation Course

PMBC (Project Management
Business Centre), Madrid. (2026)

Motion Graphics Program

CEI, School of Design (2018)

Art Direction Program

Miami Ad School Madrid (2017)

BA-level coursework in Arts, Media and Communication

University of Groningen - Erasmus
Program (2017)

BA in Advertising and Public Relations

University of Valladolid (2013–2018)

LANGUAGES

Spanish

Native

English

Full professional proficiency

French

Basic / Conversational

SKILLS

CREATIVE

Art Direction · Creative Concepting ·
Branding · Digital & Social Campaigns ·
Motion Design

TOOLS

Photoshop · Illustrator · InDesign · After
Effects · Premiere Pro

AI & GENERATIVE TOOLS

ChatGPT · Midjourney · Magnific AI

Senior Art Director & Creative

Senior Art Director & Creative with 7+ years of agency experience across branding, digital campaigns, and social-first content. I turn cultural and audience insights into compelling creative ideas, from strategy to execution. I've worked with brands including Moeve / Cepsa, Fanta, AXN, Vuse, HBO Max, and Barbie.

EXPERIENCE

Senior Art Director / Creative · Alkemy, Madrid, 2022 – Present

- Lead art direction and visual development for integrated digital, social and brand campaigns.
- Develop creative concepts in partnership with copywriters, from initial idea to final execution.
- Create social-first content, including TikTok concepts, motion design, video and photography.
- Present creative work to clients and translate feedback into clear, high-quality executions.
- Coordinate with designers, copywriters, producers and external partners throughout the creative process.

Junior Art Director / Creative · Ogilvy, Madrid, 2020 – 2022

- Developed visual concepts and campaign assets for digital, social and integrated communications.
- Collaborated with creative, strategy and account teams to turn briefs into relevant campaign ideas.

Art Direction Intern · Wunderman, Madrid, 2019 – 2020

Art Direction Intern · McCann, Berlin, 2019

Art Direction Intern · McCann, Madrid, 2018 – 2019

ADDITIONAL EXPERIENCE

Published author: *Mi Más Bonita Ruina* (2025) and *Las Rosas de mi Habitación* (2022).

Web Design · Interaction Design — University of Groningen (2017)

Advertising Photography Course — University of Valladolid (2016)

AWARDS

Club de Creativos — Hack for Good Finalist (2019)

Nike campaign concept

Absolut Vodka Competition — Men in Make Up (2018)