



Anna Fernandez

Award winning Senior Art director & Creative Lead.
London based, Barcelona born and raised.

📍 London, UK

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Languages

English (Fluent)

Spanish (Native)

Italian (Fluent)

About

I'm Anna, a - Spanish non siesta taker - award winning Senior Art director & Creative Lead. London based, Barcelona born and raised.

Graphic & motion designer on paper, creative flâneuse at core - my integrated experience lets me understand diverse requirements and explore creative executions over multiple media - from photography to animation - across UK, Europe, AMER & APAC markets.

BRANDS WORKED WITH

Monsoon Accessorize

We Are Social

Experience

● Art Director & Creative Director

| Jan 2022 - Now

Supporting clients as Creative director across shootings and campaigns - from ideation to talent hiring, production management and post production delivery. As well as offering creative solutions as Art director and designers to help brands feel authentic and relevant in today's fast paced world.

Clients include: M&S Fashion, Mango, Champion, Mizuno, Typology, ROWSE, Hima Jomo, Apothecary, BAUM, BYREDO



● Creative Lead

Monsoon Accessorize | Jul 2022 - Nov 2022

Freelance Creative Lead - working across the Marketing team to help build the Creative team, manage and ideate campaigns as well as content rollout across merchandising, in store, ecomm, digital and social media.



● Senior Art Director

We Are Social | Apr 2019 - Dec 2021

Lead Art Director and Senior Designer for fashion, sports, retail and beauty accounts - delivering campaign's art direction, look & feel for the brand's social channels and creative solutions to be applied through photography, videography and design.

Worked alongside Creative, Strategy and Editorial from concept ideation throughout execution - across social media, experiential and OOH campaigns.

● Creative & Art Director

| Nov 2015 - Oct 2018

Lead and being part of projects across 360 campaigns, TVC, social media content, brand identity and online platforms - providing creative solutions and executions for each of the client's needs, generating content to enhance the brand and its values.

Education & Training

2017 - 2018

● University of the Arts London

Postgraduate, Design for Art Direction

2011 - 2015

● Istituto Europeo di Design

Bachelor of Arts, Graphic Design & Motion Graphics