

# Ana Maria Bardaji

## CREATIVE LEAD

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I'm a multi-disciplinary, hands-on senior creative with extensive experience in design. My diverse background across agencies and business corporations has exposed me to an integrated and global approach, working with high-end profile clients at an international level.

I have solid experience in crafting design concepts, developing projects and creating award-winning campaigns, bringing them to life and connecting them to their target audiences. I take care to fully understand the specifics of every brand and client's needs ensuring that the designs not only excel in look and functionality, but also generate a positive impact that drives success whilst maintaining high standards.

I'm a passionate and confident team leader who thrives on motivating through leading by example. I'm deeply passionate about design and communication at all levels.



09/2009 - 10/2011

**Master in Graphic Design (Hons)**  
Autograf, Paris

07/2008 - 08/2009

**Webmaster course**  
Escola ESPAI, Barcelona

09/2003 - 06/2007

**Degree in Arts and Design**  
La Massana, University of Barcelona



English · fluent  
Spanish · fluent  
French · fluent  
Catalan · fluent  
Italian · beginner



Creative thinking  
Art direction & leadership  
Branding and identity  
Corporate & editorial  
Marketing campaigns  
Digital & Social media  
UX UI design & Prototyping



09/2021 - Present  
Permanent

**Sr. Digital Designer → Lead Art Director** | Monks, London

Providing design direction, leadership and guidance in new projects, events and marketing campaigns, from concepts to deliverables, for Google and YouTube. Building international relationships and presenting ideas to external clients and leadership members. Contributing to the recruitment and mentoring of junior design members.

Setting up new processes, providing guidance and promoting best-in-class practices to elevate the quality of Diageo brands. Improving the design of their e-commerce website and email templates. Leading new activation campaigns for retailers and marketplaces.

11/2019 - 09/2021  
Permanent

**Design Lead → Design Director** | Reward, London

Developing marketing email campaigns for new and existent bank clients such as Natwest, Barclays and Virgin Money. Conducting UX/UI prototypes and demos for mobile banking. Improving brand guidelines to define the identity of the business in the UK, Europe and Middle East. Overseeing all internal pitches, liaising with multiple stakeholders, handling the recruitment and managing junior talent.

07/2019 - 10/2019  
Contract

**Creative Lead** | Big Group, London

Working on a new account, Openreach, to define the brand's creative direction and strategy, as well as new campaigns for The North Face and Now TV.

09/2017 - 07/2019  
Permanent  
(redundancy)

**Sr. Integrated Designer → Head of Design** | Centaur Media, London

Leading the creation of end-to-end creative marketing campaigns from the brief, across events, awards, shows and conferences, such as The Lawyer Awards and Festival of Marketing. Identifying opportunities to implement and innovate design concepts and commercial collateral, from company literature to responsive websites, banners, print advertising and signage. Overseeing, managing and mentoring a small design team and freelancers. Continuous development of guidelines, templates and libraries to enable consistency. Collaboration with cross-functional teams and external partners to deliver solutions in line with brand strategies on time and on budget.

05/2017 - 09/2017

**Freelance** | Wildhorse agency and Ancestry, London

Working in a variety of online and printed projects for pubs and restaurants. Design of digital banners and image retouching.

02/2015 - 04/2017  
Permanent

**Mw. Designer** | Dentsu Aegis, London

Creative support for all Dentsu agencies in new business projects, pitches and marketing materials. Working on external projects across print design, digital and multimedia presentations, photography and video. Maintaining strong relationships with clients and internal stakeholders.

05/2012 - 03/2014  
Permanent

**Sr. Graphic Designer** | Melijoe, Paris

Implementation and improvement of the brand visual identity and guidelines. Design of national and international marketing campaigns for web and social media, emails, newsletters and press reports. Launch of a digital magazine, and printed collateral for seasonal booklets and parcels.

09/2010 - 07/2011  
Work/Study  
Program

**Mw. Graphic Designer** | Symrise, Paris

Design and mock-up concepts for fragrances, shampoos and body products. Variety of printed support and interactive presentations for P&G and L'Oréal. Assisting with product and material photoshoots.

09/2009 - 07/2010  
Work/Study  
Program

**Mw. Graphic Designer** | 1000mercis, Paris

Design of newsletters, banners, animations and quizzes for web and mobile applications, for different brands such as Canal+, Easyjet and Vodafone, in multiple languages.

07/2008 - 07/2009  
Temporary

**Art Director** | Sercotel Hotels, Barcelona

Design and direction of new graphic lines for hotels including print, press reports, advertisements and signage. Collaboration with the wider business to create marketing material and public events for new national openings.

08/2007 - 07/2008  
Temporary

**Art Director** | Sweet Digital Agency, Barcelona

Management and design of identity brand projects, logos, stationery, flyers, catalogues and brand promotion. Interior design for offices, vinyl and signage. Building direct relationships and managing clients, suppliers and printers.

12/2006 - 02/2007  
Internship

**Jr. Graphic Designer** | Edicions Domènech, Barcelona

Creating illustrations for digital teaching aids and flash animations for several e-learning courses and multimedia supports.