

xavi ocaña*

art director

*According to the One Show Young Ones 2020, I'm the world's no. 8 creative.
According to Spotify, I'm Britney's no. 1 fan.

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experience

- Art Director @ VMLY&R Commerce New York // March 2021 - Present
- Intern Art Director @ Saatchi & Saatchi New York // Jan - March 2020
- Intern Art Director @ AKQA Tokyo // Oct - Dec 2019
- Intern Art Director @ McCann Madrid // Apr - Jun 2019
- Freelance Art & Sustainability Media Content Creator @ MAM Originals // Mar 2018 - present
- Freelance Art Editor // 2014 - 2018
- Digital Editor in Chief and Social Media Director @ lamono magazine // Oct 2010 - Jan 2014

education

- Art Direction @ Miami Ad School Mexico & New York // 2018 - Jun 2020
- Journalism @ Autonomous University of Barcelona // (Bachelor degree)

honors & awards

2021

- Cannes Lions / Shortlist - 'Cycle for Freedom'
- Gerety Awards / Gold - 'Cycle for Freedom'
- ADC / Silver - 'Too Sexy For UK'

2020

- One Show / Gold - 'Vans Off the Road'
- One Show / Gold - 'The North Face: Wherever. Together'
- ADC / Merit - 'Durex: Wellnex'
- Creative Circle / Gold - '8 Second Film Festival' for Huawei'
- Creative Circle / Glass Shortlist - 'The Sounds of Domestic Violence' (Social Awareness)

2019

- El Sol Festival / Shortlist - '8 Seconds Film Festival' for Huawei
- Creative Circle / Shortlist - 'BBVA, League of Fanatics' for BBVA
- Creative Circle / Shortlist - 'Reimagine' for Google
- It Hurts Us All / Gold - 'The Sounds of Domestic Violence' (Social Awareness)
- It Hurts Us All / Atresmedia Award - 'The Sounds of Domestic Violence' (Social Awareness)
- AMAPRO / Silver - 'The Coolest Song' (Social Awareness)

2018

- Effie's / Silver - 'Every Step Matters' (Social Awareness)
- El Ojo de Iberoamérica / Bronze - 'League of Latin Creatives' for LatinSpots
- El Ojo de Iberoamérica / Shortlist - 'LS Market' for LatinSpots
- AMAPRO / Gold - 'League of Fanatics' for BBVA

languages

- English (fluent)
- Spanish (native)

skills

- Adobe Suite: Photoshop, Illustrator, Premiere Pro & After Effects
- Microsoft Office: Word & Power Point