

# xavi ocaña

## art director

www.xaviocana.com  
xavi.ocana.s@gmail.com

### experience

- Intern Art Director @ Saatchi & Saatchi New York // Jan - present
- Intern Art Director @ AKQA Tokyo // Oct - Dec 2019
- Intern Art Director @ McCann Madrid // Apr - Jun 2019
- Art & Sustainability Media Content Creator @ MAM Originals // Mar 2018 - present
- Creative @ Surfcity Festival Barcelona // Apr 2016
- 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 // 2005 - 2010 (Bachelor degree)

### honors & awards

#### 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 / 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
- Caracol de Plata / Shortlist - 'The Epicenter of Corruption' (Social Awareness)
- Caracol de Plata / Shortlist - 'Construption' (Social Awareness)

### languages

- English (fluent)
- Spanish (native)

### skills

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