

Quito Leal

creative director

Profile

I am a global Creative Director/Art Director who loves storytelling, photography and illustration. My career started 20 years ago, and since then I have been working with agencies from New York, London, Amsterdam, Montreal, Barcelona, Lisbon and Madrid for many amazing brands.

Currently, I'm working between London, Amsterdam and Madrid and i am are ready to go wherever the next project will take me.

It was my privilege to participate in global campaigns for Audi, Volkswagen, Adidas, Coca Cola, Dell, Mastercard, Land Rover, Lexus, MINI, Bacardi, McDonald's, Art Directors Club NY, and working with agencies as great as Johannes Leonardo, The Conquistadors Collective, 72andsunny, Sid Lee, DDB, and McCann.

I was awarded in some of the most prestigious international festivals like Cannes and One Show, among others. One of my campaigns featured in the Gunn Report 2015, at the Reina Sofia Museum in Madrid and in the Communication Arts Magazine. I was also part of the New York Festivals Grand Jury and of the Portuguese Creatives Club.

I see myself as a storyteller with a strong visual arts background. I have been leading projects and teams for the last 12 years. The way I see it, being a part of the creative conceptual thinking and art directing is the most exciting part of the work.

I was a Content teacher at IE-Madrid for a couple of years and co-concepted and art directed "Belly Button", an Art magazine.

I am also a big design and architecture fan. That's why I'm involved in a project to rebuild a historic house in the Oporto's UNESCO heritage area, and I'm developing a premium furniture design brand for one year now. In my free time i collaborate in social campaigns for social nonprofit brands like ColorADD.

Experience

Global freelance Creative Director/Art Director:

- McDonald's campaign at **TBWA Madrid**
- Adidas for **Green Room Amsterdam**
- Renault, Samsung and Visa for **Publicis Madrid**
- Bacardi pitch for **72andsunny Amsterdam**
- Art Directors Club, Hydroponic, Lexus for **The Conquistadors Collective New York**
- Dell campaign for **Sid Lee Montreal**
- Coca Cola campaign for **Johannes Leonardo New York**
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2017/18 Global Creative Director at DDB Barcelona

- Audi Global

2013/17 Creative Director at McCann Madrid

- Coca Cola, Mastercard and Heineken group

2014/16 IE Business School - Content creation teacher

2007/12 Creative Director at Sra. Rushmore

- Coca Cola, Aquarius, Diageo and Renfe

2001/2007 Art Director at DDB Barcelona

- Volkswagen, Converse, Barcelona City Council

1999/01 Art Director at TBWA Madrid

- Paramount Comedy, Absolut Vodka, Marca Sports

1997/99 Junior Art Director at BBDO Lisbon

- Pepsi, Jack Daniels, M&M's, Alka Setzler

Education

Universidade Fernando Pessoa - Superior degree in Advertising

Expertise

Creative	Creative Direction	Art Direction	Creative Strategy
Integrated Campaigns	Concept Development	Digital Content	
Social Media	Presentations	Branding	

Languages

English
professional proficiency

Spanish
professional proficiency

French
Basic proficiency

Portuguese
Native speaker

Awards

Cannes:

2016 Cannes Mobile Silver Lion
ColorADD, The Color Alphabet

2015 Cannes Film shortlist
Coca Cola, Families campaign

2011 Cannes Print Silver Lion
Renfe, Pantone campaign

2005 Cannes Film Shortlist
Volkswagen Golf, Revolutions

2004 Cannes Print Shortlist
Volkswagen Touran, Kamasutra

2003 Cannes Film Shortlist
Volkswagen Polo, Truck

2000 Cannes Print Shortlist
Canderel, Staples

Awards

Gunn Report:

2015 Gunn 100 campaigns ranking
Coca Cola Families campaign

One Show:

2013 One Show Merit Award
Art Directors Club NY - Call for entries campaign

2011 One Show Merit Award
Renfe - Pantone campaign

Reina Sofia Museum:

2010 Advertising selection at the Reina Sofia Museum
Aquarius Mourner campaign

Communication Arts:

2006 Communication Arts Photography Award
VW Golf Revolutions campaign

New York Festivals:

2009 NYF Film Shortlist
Volkswagen Scirocco, Soufle

2000 NYF Print Bronze Award
Canderel, Staples

Eurobest:

2016 Eurobest Mobile Shortlist
ColorADD, The Color Alphabet

Art Directors Club of Europe:

2006 Print and Poster Shortlist
Volkswagen Beetle, Noah's Ark

Awards

Epica:

2013 Epica Film Shortlist
Art Directors Club NY - Call for entries campaign

2013 Epica Print Shortlist
Hydroponic, Surf map campaign

1997 Epica print Shortlist
Pepsi, Generation Next campaign

Other festivals:

Gold, Silver, Bronze awards and shortlists at:

El Sol - El Sol festival Ibero-Americano de la Comunicacion

Fiap - festival Ibero-Americano de Publicidad

El Ojo de Iberoamerica

Premios **Ondas**

Club de Creativos de España

Clube de Criativos de Portugal

Laus - Barcelona Design and communication Awards