

Quito Leal

CD / Art Director



Profile

I am an experienced art director with a passion for generating big ideas and concepts, and bringing them to life through detailed graphic, photographic executions and impactful audio-visual storytelling adapted for different digital and social media platforms. I have collaborated on projects with brands such as AUDI, COCA COLA, ADIDAS, COLORADD (the colour alphabet for colour-blind people), SAMSUNG, AIRBNB, MCDONALD'S and UBER EATS... to name a few.

Since starting my advertising career, I have had the privilege of working with highly talented individuals at renowned agencies such as BBH and Atlantic New York, Wieden+Kennedy and 72andsunny Amsterdam, Ogilvy London, Leo Burnett Dubai, DDB Barcelona, McCann and Publicis Madrid...

In my opinion, the most exciting part of the work is developing creative ideas into integrated campaigns. I am personally very motivated to work on briefings related to health, sustainability and the circular economy.

As creative director at **Matadero Madrid Centre for Contemporary Creation**, I worked closely with the museum's top management to create a sustainable, multidisciplinary art festival. I won awards at some of the most prestigious international festivals, including **Cannes Lions**, **One Show** and **the Art Directors Club**, to name a few. One of my campaigns was featured in **the Gunn Report**, at **the Reina Sofia Museum in Madrid**, and in **Communication Arts magazine**.

I was a Content teacher at **IE-Madrid** for few years and i also directed a shortfilm about wine making and sustainability selected in Lift-Off Tokyo, New York Independent Cinema Awards, etc... about ancestral wine making traditions and nature:

<https://quitoleal.com/portfolio/this-land-echoes-short-film>

I speak fluent **English, Spanish, Portuguese** and have French basic knowledge.

Please check out my webpage for portfolio and my linkedin page for more information:

<http://quitoleal.com/>

<https://www.linkedin.com/in/quito-leal-292b922/>

Contact: 0034 646 158 976 quitoleal@gmail.com

Experience

2019/ ... Global Freelance CD/Art Director

- Uber Eats football Sponsorship **Stream&Tough Guy Lisbon**
- Proper 12 **Atlantic New York**
- Coca Cola Olympics **Ogilvy & Mather London**
- Montblanc and Miele **Wieden & Kennedy Amsterdam**
- Vitasérum/Perrigo **Lavinia Barcelona**
- Visa **Wieden & Kennedy Amsterdam**
- Schweppes **VMLY&R London**
- Samsung **BBH New York**
- McDonald's **TBWA Madrid**
- Adidas **Green Room Amsterdam**
- Renault, Samsung and Visa for **Publicis Madrid**
- Leffe Beer and Bacardi **72andsunny Amsterdam**
- Art Directors Club, VW, Prudential, for **The Conquistadors New York**

2017/19 Global Creative Director at DDB Barcelona

- Working for Audi global, leading a 6/8 person creative team, conceptualizing and art directing global campaigns for Europe/Asia/USA for the launch of the new A8, new A6. Also worked in other more tactical projects like Audi intelligent technologies, Audi concept cars and Audi Bayern Munich sponsorship.

2013/17 Creative Director at McCann Erickson Madrid

- Managing 2/4 person creative teams, conception and art direction for Coca-Cola global, ONU, UNICEF, Heineken group beer brands, Mastercard, ColorADD, Campofrio, etc.

2014/16 IE Business School - Content creation teacher

Teaching a course on creating creative content for master students at the Madrid Instituto de Empresa.

2007/12 Creative Director at Sra. Rushmore

- Managing 2/4 person creative team, conception and art direction for Coca-Cola global, Renfe Spanish Railway, Diageo (Jose Cuervo Tequilla, Baileys, Cacique Rum), Movistar, Mahou beer, etc...

2001/2007 Art Director at DDB Barcelona

- Conception and art directing for Volkswagen, Converse, Barcelona City Council

1999/01 Art Director at TBWA Madrid

- Conception and art directing for Paramount Comedy, Absolut Vodka, Marca Sports

1997/99 Junior Art Director at BBDO Lisbon/BBDO Berlin

- Conception and art directing for Pepsi, Starbuck's, Jack Daniels, M&M's, Alka Setzler

Education

Universidade Fernando Pessoa - Superior degree in Advertising

Expertise

Creative Direction Conceptualization Art Direction Design

Integrated Campaigns Branded Content Creative Strategy

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 Report **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 art direction Award**
VW Golf Revolutions campaign

New York Festivals:

2009 NYF **Film Shortlist**
Volkswagen Scirocco, Soufle

2000 NYF **Print Bronze Award**
Canderel, Staples

2000 NYF **OOH Bronze award**
Nescafé, Metro Grand Oppening

Eurobest:

2016 Eurobest **Mobile Shortlist**
ColorADD, The Color Alphabet

Awards

Art Directors Club of Europe:

2006 Print and Poster Shortlist

Volkswagen Beetle, Noah's Ark

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** España

Club de Creativos de España

Clube de Criativos de Portugal

Laus - Barcelona Design and communication Awards