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# Hi, I'm Alberto Rivero, Senior Creative and Art Director.

I'm a Senior Creative and Art Director based in London. I have 12 years of experience in conceptual, digital, integrated and experiential advertising.

I develop ideas, campaigns, content and experiences that connect brands with their audiences. I'm a multidisciplinary creative working on the intersection of ideas, technology and entertainment.

I also have a background in technology (I'm a former Telecommunications Engineer) and filmmaking and keep up to date with the latest tech and innovation.

You can check my portfolio at:

[albertorivero.com](http://albertorivero.com)

## SKILLS

Conceptual, digital, content, social PR and experiential creativity. Art Direction. Brainstorming. Creative technology and innovation. Strong presentation skills. Social content. Strategic thinker. Hands-on approach to creativity. Experience in design, video editing, motion graphics, UX and coding.

Work across multiple digital and physical channels.

## EDUCATION

2010 - Miami Ad School

2000 - Telecommunications Engineering

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in <https://www.linkedin.com/in/albertorivero/en>

Apr. 17  
to present

**Freelance Senior  
Creative and Art  
Director**

LONDON

Working on conceptual, PR, digital, films, experiential and social content for:

**IMAGINATION:** Toyota // **REDWOOD:** Mazda // **GTB:** Ford // **AVANTGARDE:** Porsche // **TBWA:** Nissan, Datsun, Airbnb // **TRIBAL:** Audi, Volkswagen **OMD Create:** Eristoff, Walkers // **POSSIBLE:** Volkswagen Golf

May 16  
to Mar. 17

**Creative Team at  
Momentum**

LONDON

Developing a wide range of digital and experiential campaigns for **Microsoft, SAP, Stella Artois, blu** and others.

May 15  
to Apr. 16

**Freelance Creative  
Team**

LONDON

Conceptual, digital and experiential projects at: **POSSIBLE, MullenLowe Profero, Geometry, Doner** and **George P. Johnson.**

Oct. 14  
to Apr. 15

**Digital Art Director  
at LOLA MullenLowe**

BARCELONA

Visual design for the brand new global **SEAT.COM** website.

June 14

**Creative Technologist at  
Midlands Arts Centre**

BIRMINGHAM

Developed an interactive art project for 'Interactivos?2014', an open innovation workshop in MAC Birmingham.

Jan. 14  
to Sept. 14

**Freelance Creative**

MADRID

Working on integrated, digital and experiential projects.

Apr. 11  
to Nov. 13

**Creative at Havas  
Sports & Entertainment**

MADRID

Working on creative ideas, branded content and digital and experiential advertising for Bezoia, Hyundai, Nivea, Peugeot, IKEA and others..

July 10  
to Sept. 10

**Art Director at FCB**

CHICAGO

Integrated work for Qwest.

Apr. 10  
to June 10

**Art Director at DIGITAS**

BOSTON

Integrated work for multiple brands.

Jan. 10  
to Mar 10

**Art Director at Ogilvy**

LONDON

Integrated work for Comfort and Hellmann's.

Jan. 1998  
to Dec. 2008

**Engineering Consultant**

SPAIN, UK

Working on engineering design and manufacturing projects for Jaguar, Land Rover, Siemens, Airbus, EADS and others

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