

# XJ

# Xavi Julia

## PROFILE

Art Director with 12+ years of experience in international agencies, evolved from advertising into digital experience and product design.

Specialized in conceptualizing and designing solutions that connect business goals, brand and user needs, combining creative thinking, UX/UI and AI tools to improve processes, accelerate ideation and enhance output quality.

Proven experience leading end-to-end projects and multidisciplinary teams in fast-paced environments, aligning strategy, creativity and execution.

## SKILLS

- Creative Direction & Concept Development
- Digital Experience Design (UX/UI)
- Strategic Thinking
- Digital Product Design
- Visual Storytelling
- Team Leadership & Project Management
- AI-driven Creative Workflows

## TOOLS

- Figma (UX/UI, prototyping)
- Adobe Creative Suite
- Generative AI tools (ideation, content, workflow optimization)

## LANGUAGES

- Spanish | Native
- Catalan | Native
- English | Intermediate
- German | Basic

## CONTACT

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LinkedIn

## EXPERIENCE

### **CREATIVE LEAD & DIGITAL EXPERIENCE**

BLOOMDESIGN - PRESENT

- Lead branding and digital experience projects for a range of clients.
- Design end-to-end solutions from concept to final delivery.
- Apply UX/UI principles to improve usability, clarity and user engagement.
- Leverage AI tools to streamline creative workflows and enhance ideation processes.

### **ART DIRECTOR**

VMLY&R. 2015-2023

- Led creative development of integrated and digital campaigns for national and international brands.
- Developed concepts focused on engagement and performance across digital platforms.
- Collaborated with strategy, technology and marketing teams to ensure brand consistency and effectiveness.
- Mentored creative teams and optimized workflows and delivery timelines.
- Applied UX/UI thinking to campaigns and digital assets.

### **ART DIRECTOR (Freelance)**

DDB SPAIN. 2014

- Developed creative concepts for brand campaigns (e.g. Volkswagen).
- Designed digital and visual assets for marketing initiatives.

### **ART DIRECTOR**

MCCANN ERICKSON. 2009-2012

- Developed creative concepts and strategic proposals.
- Managed multiple projects in fast-paced environments.
- Ensured brand consistency and timely delivery.

### **GRAPHIC DESIGNER**

PAVLOV. 2009

- Contributed to branding and creative development projects.

## EDUCATION

### **MASTER'S IN UX/UI**

NUCLIO DIGITAL SCHOOL. BARCELONA. 2024-2025

### **MASTER'S IN USER INTERFACE DESIGN**

ELISAVA. BARCELONA. 1999

### **BACHELOR'S DEGREE IN GRAPHIC DESIGN**

ELISAVA. BARCELONA. 1995-1999