

Néstor Araujo

LANGUAGES
Spanish — Native
English — Professional
German — Basic

Art Director | Creative Direction, Brand & Integrated Campaigns

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Portfolio: www.nestoraraujo.de • [Behance](#) • EU Work Authorization

PROFILE

Art Director and Senior Creative Designer with 20+ years of experience shaping visual concepts, brand systems, integrated campaigns and performance-driven creative across B2C and B2B markets. Throughout my career, I have performed Art Director-level responsibilities, including defining visual direction, developing campaign concepts, establishing brand guidelines, protecting consistency and translating business objectives into compelling creative. Experienced in creative strategy, campaign concepting and end-to-end production across digital, social, motion, web and print, with a strong focus on AI-assisted workflows.

SELECTED ACHIEVEMENTS

- Led creative direction and production for 50+ integrated marketing campaigns at Verisure.
- Reduced asset production time by approximately 30% through AI-assisted image, video and audio workflows.
- Directed 20+ B2B and B2C campaigns across social, email, print and paid advertising.
- Developed scalable brand systems and visual guidelines adopted across digital channels.

ART DIRECTION & CREATIVE LEADERSHIP

Creative Direction	Creative strategy • Campaign concepting • Visual concept development • Art direction • Creative briefs • Visual storytelling • Presentation of creative rationale
Brand Leadership	Brand identity systems • Visual guidelines • Brand governance • Brand consistency • Art direction across touchpoints
Integrated Campaigns	Integrated marketing • B2C and B2B campaigns • Paid social • Display • Digital • Print • Motion • Web
Creative Technology	Generative AI for image, video and audio • Midjourney • Runway • ElevenLabs • Adobe Creative Cloud
Delivery & Collaboration	Creative leadership • Production oversight • Stakeholder management • Cross-functional collaboration • Vendor coordination • Agile/Scrum • Scalable production systems

PROFESSIONAL EXPERIENCE

Senior Marketing Designer | [Verisure](#) | Germany

2022 – Present

- Led creative direction and production for 50+ integrated marketing campaigns across digital and print, supporting brand awareness and lead generation.
- Developed campaign concepts and performance-focused creative for Meta, LinkedIn and Google Display, adapting visual narratives across formats and touchpoints.
- Established scalable multi-format systems for recurring campaigns, balancing speed, clarity and strict brand consistency.
- Introduced Midjourney, Runway and ElevenLabs into the creative workflow, reducing asset production time by approximately 30%.
- Advised marketing and sales stakeholders on visual direction, creative execution and delivery priorities.

Creative Director | Einetter | Germany

2021 – 2022

- Developed scalable brand identity systems and visual guidelines adopted across digital channels.
- Directed the visual design of WordPress/Elementor landing pages and supported A/B testing for lead capture.
- Aligned creative direction with marketing objectives, audience needs and campaign KPIs.

Senior Marketing Designer | NA Designs | Mexico

2019 – 2020

- Led creative direction for 20+ B2B and B2C campaigns across social media, email and print.
- Developed conversion-focused campaign assets for Facebook, Instagram and Google Display.
- Collaborated with sales teams to create visual materials supporting the full buyer journey.

Senior Marketing Designer | GSM Marketing | Mexico

2018 – 2019

- Managed end-to-end creative production for recurring multi-channel campaigns across digital and print.
- Built and maintained a scalable brand asset library for consistent campaign execution.
- Coordinated internal stakeholders and external vendors to deliver work on time and on budget.

Senior Graphic & Web Designer | Sudeban | Venezuela

2008 – 2015

- Designed institutional websites and digital communications for a government entity.
- Developed editorial design systems for annual reports, newsletters and internal publications.
- Created visual identity materials and signage systems for institutional branding.

Digital & Brand Designer | MovidaMovil | Venezuela

2005 – 2008

- Designed branding and digital marketing assets for mobile-first platforms and apps.
- Created campaign visuals and social content targeting mobile audiences.

Junior Graphic Designer | Editorial Larene | Venezuela

2003 – 2005

- Designed editorial layouts for books and magazines and managed print production workflows.

EDUCATION

Higher Technical Degree in Advertising Graphic Design
Colegio Universitario Monseñor de Talavera, Venezuela