

Ana Maria Bardaji

CREATIVE DIRECTOR

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I'm a multi-disciplinary, hands-on senior creative with over 15 years of experience. My diverse background across agencies and business corporations has exposed me to an integrated global approach, working with high-end profile clients at an international level.

I have solid experience in crafting design concepts, developing projects and creating award-winning campaigns, bringing them to life and connecting them to their target audiences. I take care to fully understand the specifics of every brand and client's needs ensuring that the designs not only excel in look and functionality, but also generate a positive impact that drives success whilst maintaining high standards.

I'm a passionate and confident team leader who thrives on motivating through leading by example. I'm deeply passionate about design and communication at all levels.



09/2009 - 10/2011

Master in Graphic Design (Hons)

Autograf, Paris

07/2008 - 08/2009

Webmaster course

Escola ESPAI, Barcelona

09/2003 - 06/2007

Degree in Arts and Design

La Massana, University of Barcelona



English · fluent
Spanish · fluent
French · fluent
Catalan · fluent
Italian · beginner



Creative thinking
Art direction & leadership
Branding and identity
Corporate & editorial
Marketing campaigns
Digital & Social media
UX UI design & Prototyping



09/2021 - Present
Permanent

Senior Digital Designer → Sr Art Director | Media.Monks, London

Providing design direction and supervising all integrated approaches from concepts to deliverables in new projects, ATL and BTL marketing campaigns and events for Google and YouTube. Building international relationships and presenting ideas to external clients and leadership members.

Setting up new processes, providing guidance and promoting best-in-class practices to elevate the quality of Diageo brands. Improving the design of their e-commerce website and email templates. Leading new activation campaigns for retailers and marketplaces.

11/2019 - 09/2021
Permanent

Design Lead / Design Director | Reward, London

Developing marketing email campaigns for new and existent bank clients such as Natwest, Barclays and Virgin Money. Conducting UX/UI prototypes and demos for mobile banking. Improving brand guidelines to define the identity of the business in the UK, Europe and Middle East. Overseeing all internal pitches, liaising with multiple stakeholders, handling the recruitment and managing junior talent.

07/2019 - 10/2019
Contract

Creative Lead | Big Group, London

Working on a new account, Openreach, to define the brand's creative direction and strategy, as well as new campaigns for The North Face and Now TV.

09/2017 - 07/2019
Permanent
(redundancy)

Integrated Designer SR → Head of Design | Centaur Media, London

Leading the creation of end-to-end creative marketing campaigns from the brief, across events, awards, shows and conferences, such as The Lawyer Awards and Festival of Marketing. Identifying opportunities to implement and innovate design concepts and commercial collateral, from company literature to responsive websites, banners, print advertising and signage. Overseeing, managing and mentoring a small design team and freelancers. Continuous development of guidelines, templates and libraries to enable consistency. Collaboration with cross-functional teams and external partners to deliver solutions in line with brand strategies on time and on budget.

05/2017 - 09/2017

Freelance | Wildhorse agency and Ancestry, London

Working in a variety of online and printed projects for pubs and restaurants. Design of digital banners and image retouching.

02/2015 - 04/2017
Permanent

Designer MW. | Dentsu Aegis, London

Creative support for all Dentsu agencies in new business projects, pitches and marketing materials. Working on external projects across print design, digital and multimedia presentations, photography and video. Maintaining strong relationships with clients and internal stakeholders.

05/2012 - 03/2014
Permanent

Graphic Designer SR. | Melijoe, Paris

Implementation and improvement of the brand visual identity and guidelines. Design of national and international marketing campaigns for web and social media, emails, newsletters and press reports. Launch of a digital magazine, and printed collateral for seasonal booklets and parcels.

09/2009 - 07/2011
Work/Study
Program

Graphic Designer MW. | Symrise, Paris

Design and mock-up concepts for fragrances, shampoos and body products. Variety of printed support and interactive presentations for P&G and L'Oréal. Assisting with product and material photoshoots.

09/2009 - 07/2011
Work/Study
Program

Graphic Designer MW. | 1000mercis, Paris

Design of newsletters, banners, animations and quizzes for web and mobile applications, for different brands such as Canal+, Easyjet and Vodafone, in multiple languages.

07/2008 - 07/2009
Temporary

Art Director | Sercotel Hotels, Barcelona

Design and direction of new graphic lines for hotels including print, press reports, advertisements and signage. Collaboration with the wider business to create marketing material and public events for new national openings.

08/2007 - 07/2008
Temporary

Art Director | Sweet Digital Agency, Barcelona

Management and design of identity brand projects, logos, stationery, flyers, catalogues and brand promotion. Interior design for offices, vinyl and signage. Building direct relationships and managing clients, suppliers and printers.

12/2006 - 02/2007
Internship

Graphic Designer JR. | Edicions Domènech, Barcelona

Creating illustrations for digital teaching aids and flash animations for several e-learning courses and multimedia supports.