

JOSE ARAGONÉS LLEIXÀ



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PROFILE

Creative Director with nearly 20 years of experience. I've worked in agencies, for advertisers, and as a freelancer on various national and international accounts. Skilled in leading creativity and contributing to strategic planning.

8 years of experience in English-Spanish transcreation for major accounts.

Solid professional knowledge in computing, photo, video, and audio. Tech enthusiast, trend lover, and art aficionado. Motivated, versatile, eager to grow professionally, and highly adaptable.

Strong problem-solving skills with a knack for finding practical solutions. Excellent at attention to detail and time management, ensuring accuracy and timely completion of tasks. Effective communicator, able to convey ideas clearly and work well with others.

EXPERIENCE

**ASSOCIATE
CREATIVE DIRECTOR**
2016 - Present

I have worked for industry leaders in creativity and transcreation services such as **Hogarth Worldwide** and **Oliver Agency**.

CO-FOUNDER
2013 - 2022

Headphoniaks. Online store specializing in headphones and personal audio equipment. Official distributors of iBasso, FIIO, Meze Audio, Dan Clark Audio, and many more.

CREATIVE DIRECTOR
2009 - Present

Collaborated with major national and international agencies and clients, including DDB, Lola, Archibald Ingall Stretton, Arista, Euro RSCG, Canal+, AXN, Paramount, FOX and IE Business School.

CREATIVE SUPERVISOR
2008 - 2009

Wonderland Havas Madrid. Led projects for Orange, Sociedad Catalana del Síndrome de Down, Prosegur, and Edesa.

COPYWRITER
2006 - 2008

Grey Madrid. Managed projects for Nokia, Madrid City Council, Frenadol, Fénix Directo, Diario Público, Kenwood and Red Cross.

ART DIRECTOR
2005 - 2006

McCann-Erickson Madrid. Worked on projects for Movistar, Coca-Cola, Saab, Spanair, Mapfre, WWF, ONCE, and Cuore.

EDUCATION

DEGREE IN ADVERTISING
UNIVERSITAT JAUME I
2000 - 2005

BA COMMUNICATIONS AND MEDIA
CORK INSTITUTE OF TECHNOLOGY
2004 - 2005

SKILLS

Advanced knowledge in web design, content creation and editing software: Wordpress, Adobe Creative Suite, Capture One, Final Cut Pro, and Davinci Resolve.

Advanced use of generative AI tools for both text creation of all types and graphic generation for advertising purposes: chatGPT PRO, Midjourney

Extensive experience in CAT tools and translation memory systems.

B1 and A driver's licenses and full geographic availability.

LANGUAGES

Spanish & Catalan: Native

English: Proficient