

DARIO LOFISH

CREATIVE LEAD & DESIGNER

Bigtalk LTD
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Spanish
25.01.1979

PROFILE

Hands-on problem solver and creative team lead with over 17 years shaping brands, products and experiences.

I'm a versatile creative with a passion for bringing big ideas to life and experience leading creative processes and teams for global brands.

Focused on delivering creative solutions through the line - my aim is to produce work with a unique voice and mass appeal by effectively bringing technology and culture together.

I am truly cross-functional, a strategic thinker, digital native and a natural communicator, fascinated by people and relationships. I am passionately committed, thrive under pressure, constantly curious and genuinely excited by the shape of things to come.

I see today's fragmented world as challenge to tell stories that matter - an opportunity to explore and inspire by connecting the dots between today and tomorrow.

Success in the emerging creative space - will be the ability to combine a deep understanding of cultural movement, social tensions and evolving technologies with an unwavering focus on creative and experience excellence.

EDUCATION

2001 – BA (Hons) Media Arts
Royal Holloway, University of London
Surrey, UK

1998 – Certificate of Proficiency in English
University of Cambridge
Professional English Examinations, UK

1998 – International Baccalaureate
Aloha College
Marbella, Spain

HIGHLIGHTS

Associate Creative Director (Global) 2016-2017
Geometry Global (WPP) - London, UK
Developing BAT's first global digital consumer platform across strategy, creative and UX. Partnering with strategists, writers, developers and designers as well as pitching to key clients & stakeholders.

Sr. Creative / Lead (Global) 2015-2016 Various
Geometry Global (WPP) - London, UK
Sr. Creative leading brand development, engagement and advertising programmes for Dunhill, Kent, Lucky Strike, BAT Innovations and GSK

Creative Director 2015
Kilograph - Los Angeles, USA
CD leading all strategy and branding for a major real estate development in Austin, TX.

Sr. Design Lead 2014-2015 Various
Sapient Nitro (Publicis.Sapient) - London, UK
Senior Creative and UX Designer, successfully landing 3 of 7 new business pitches.

Creative Lead 2013
McCann Worldgroup (IPG) - London, UK
High-profile corporate keynote event by MasterCard and the United Nations' World Food Programme (WFP UN). Remotely coordinating teams in the US and pitching to senior client executives.

Creative Director 2013
NASA Space Apps Challenge
Global hackathon winners (*Most Inspiring* category)
Responsible for all marketing & comms output.

Lecturer 2008 - 2012
Istituto Europeo di Design (IED) - Madrid, ES
Lectures, workshops and tutorials (EN & ES)

Founder / Creative Director 2002-2009
LTX Brands & Tech - Madrid / New York
Specialising in brand experiences and engagement for the digital age. Leading a 12+ strong team based in Madrid and New York City.

FOCUS

Creative Direction
Art Direction
Ideation
Process Management
Team Management
Branding & Identity
Advertising
UX Design
Experiential
Engagement
Design Systems
Pitches
Presentations

LANGUAGES

Spanish - Native
English - Native