

FERNANDO CEPEDA

CREATIVE DIRECTOR / GRAPHIC DESIGN / WEB DESIGN



INFO

NAME: Fernando Cepeda

NATIONALITY: Spain

DATE OF BIRTH: 15/12/1993

FLUENT LANGUAGES:
Spanish / Italian / English

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 FERNANDO CEPEDA

SOFTWARES



PRESENTATION

Hello, my name is Fernando Cepeda. I am a Creative Director specializing in visual communication, graphic design, and web design. I have been working in the advertising industry for more than eight years and have participated in numerous projects for renowned brands, including:

AUDI, VOLKSWAGEN, GENERAL ELECTRIC HEALTHCARE, GRUPPO PIAGGIO, VESPA, APRILIA, DERBI, MOTO GUZZI, GILERA, KYMCO, DIADORA, PASTAZARA, SAN BENEDETTO, FANTIC MOTORS AND BIKES, INGLESINA, and many others, across Italy, Spain, and Latin America.

In 2023, I worked as a **Creative Director at Bikkoo**, where I was part of the dynamic **Marketing, Design, and Product Development** team at our Barcelona headquarters. My focus was on creating impactful audiovisual content to strengthen brand identity. I led the visual strategy for our campaigns on social media and Google Ads and managed global visual branding.

Additionally, I collaborated with **Dynamo Video** in the production of animated videos and motion graphics for clients such as **Pfizer and Nestlé**, using **Adobe After Effects**.

As a digital artist, I have been developing NFT art collections since 2021, including **PIRATES OF THE METAVERSE** by Drip Studios, among others.

I thrive in team-oriented, creative, and international environments that stimulate my creativity. I am fluent in Spanish, English, and Italian, with advanced proficiency in German.

LAST EXPERIENCE

2024 - PRESENT DAY

CREATIVE BRAND MANAGER - QDP MOTORS

As Brand manager at Qdp motors, My focus is on creating impactful audiovisual content that boosts the brand identity, design and develop original land rover defender accesories, be responsible of the e-commerce, shop logistics, find distribution points, find partners and providers.

PORTFOLIO

to see my portfolio in my web page:
www.fercreative.com

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EXPERIENCE

2020 - 2021 GLOBAL MEDICA / GE HEALTHCARE WEB DIGITAL & BRAND MANAGER

This year i've been working in as a freelancer for GLOBAL MEDICA the official certified GE Healthcare Dealer in the Caribbean. For this client i developed two websites and i'm currently building their brand for their group of companies, creating graphic contents and social media strategies.

2019 - 2021 DDB (Barcelona-Spain) WEB DESIGNER / WEB CONTENT MANAGER

Web pages design, develop and montage for AUDI, VOLKSWAGEN and its dealers in Spain. I had the privilege to be part of the "OneHub" team which was in charge of developing and launching two Volkswagen Spain web pages. My team was responsible of the design and montage of more than 50 landings, using ADOBE EXPERIENCE MANAGER 6.1 tool. At the moment these web pages are operative and available for the public. www.Volkswagen.es, In parallel I worked for the WEB AUDI team in the web pages restyling of 72 AUDI car dealers in Spain. <http://www.audiretailbarcelona.audi.es/>

2016 - 2019 CONTROCAMPO (Venice- Italy)
CONTROCAMPO is one most important Communication Agency of northern Italy. During my time in the Company I did the following Jobs

ART DIRECTOR :

Advertisement concepts and ideas development.
Design and elaboration of the art and its technical development from the beginning to the end.

GRAPHIC DESIGNER

Design, Montage and photography retouch for all catalogs and brochures for the following brands: PIAGGIO, VESPA, APRILIA, DERBI, MOTO GUZZI, GILERA, FANTIC MOTORS AND BIKES, KYMCO, DIADORA, PASTAZARA, SAN BENEDETTO, INGLESINA, etc.

2015 - 2016 PH CREW

PH CREW is an advertising and photography agency from Padova (Italy) where I worked as graphic designer and web pages designer for small regional clients such as: tucoffee, AF Energia, Bovis, etc.

EDUCATION

2018 - MAD / MASTER IN ART DIRECTION

Creative Direction Master, designed for young professionals in the graphic ambit that aspires to work as art directors or creatives in advertising agencies, managing and perfecting the creative process, from the analysis to the elaboration of a specific project.

2018 - CONFINDUSTRIA ITALY

Creative problem solving and thinking addressed to companies and start-ups.

2018 - H-Farm Workshop

Digital entrepreneurship seminar organized by H-farm, top leader in excellence and innovation in Italy

2016 - WEB SOCIAL MEDIA MANAGEMENT (SCUOLA INTERNAZIONALE DI GRAFICA - VENEZIA)

Course of management and development of contents adapted to social nets.

2013 - POSA STUDIO Creativo AUTHORIZED ADOBE TRAINING CENTER

Advanced International Certifications in:
Adobe Photoshop, Adobe Illustrator,
Adobe indesign. Basic International
Certifications in: Adobe Dreamweaver,
Adobe After Effects and Toon Boom

2013 - Participation in the International Design Congress of Caracas "Caracas Design"

2012 - 2015 SCUOLA INTERNAZIONALE DI GRAFICA (VENEZIA) ADV GRAPHIC & WEB DESIGN DEGREE:

Graduated with honors

A complete course to acquire techniques and professionalism. The graphic advertising triennial and web page design is one of the most appreciated courses not only by the students but also by advertising and design agencies.

<https://blog.scuolagrafica.it/blog/non-smettete-mai-di-sognare/>