

Rodolfo Biglié

Creative Direction
Spain

View the full portfolio at <http://www.thecreativefinder.com/creatorica>

Professional Experience and Curriculum Vitae

"I'm looking forward to returning to a pure, hands-on creative leadership role."

I came to this decision over the past two years after successfully leading a team of more than 20 developers, coders, designers, copywriters, project managers and freelancers on many different project types. These included web sites, communities, applications, online campaigns, and games for clients like Vodafone, Kraft, Nokia, Czech Airlines, Procter & Gamble (Avril Lavigne), CEZ and The Czech National Theater.

The experience was wonderful. I learned conceptualization for an online environment, strategy, usability and information architecture, interaction, non standard media, projects, resources and time management, contact with the client and team leading. I also learned that I'm stronger and more comfortable as a creative than as a production leader.

Today, I live with my family in Barcelona. I work for (Ogilvy) Mather Advertures s.r.o, Czech Republic as a Creative Director and I also develop projects for another agencies.

Previous Clientele

Avril Lavigne, Kraft, Vodafone, O2, Nokia, CSA, Tesco, Czech Republic Foreign Affairs Ministry, Generali, Ekolamp, Direct, CEZ, Inditex, Karlettin, LG, Centrum, IBM, Oracle, Budvar, Czech National Theater, Bandzone.cz, among others

Awards and Accolades

2007- To present

Creative & Online Production Director

(Ogilvy) Mather Advertures s.r.o

Czech Republic

Creativity department responsible, designers and copywriters, development and accounts administrator

Concept development and strategy for online projects, web design, communities, sites, games, applications and Illustrations

Analysis and information structure

User experience

Social networks

Cost estimation and planning of resources and time

Contact and relationship with clients, locals and internationals

The team at my charge it's form by twenty professionals, excluding external help
Avril Lavigne – Kraft – Vodafone – Nokia – CSA - Tesco – Czech Republic Foreign Affairs Ministry.

2005-2007

Senior Designer

Web Design Factory s.r.o

Czech Republic

Concept development and strategy for online projects, web design, communities, sites, games and applications

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