



Sandra Vaz

BRAND / DIGITAL / EXPERIENCE

Brand direction, integrated campaigns & digital experiences from strategy to execution.



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EXPERTISE

Creative Direction
Brand Strategy
Art Direction
Campaigns 360°
UX/UI & Digital
Design Systems
Storytelling
Production & QA
Team Coordination

TOOLS

Adobe Creative Suite · Figma ·
HTML/CSS · Premiere Pro ·
Blender · WordPress · Shopify ·
Webflow · Framer · GA4 · Tag
Manager · Looker Studio ·
Google & Meta Ads · Jira ·
Notion

EDUCATION

BA in Journalism
Universidad San Pablo CEU,
Spain

Master in Graphic Design
Media Design School, New
Zealand

Master in Web Design
Aula Creativa, Spain

UX/UI Bootcamp
Neoland, Spain

LANGUAGES

Spanish Native
English C2 / Proficiency

PROFILE

Creative Art Director with experience across agency, brand and digital environments. I lead the creation and evolution of identities, campaigns and brand experiences, connecting strategy, concept and implementation. I combine creative direction with a hands-on approach, multidisciplinary coordination and business vision. With a background in Journalism, narrative, editorial execution and communication are integral to the way I build brands.

BRANDS

Google / Vodafone / Airbus / Deloitte / KPMG / MSD / Abbott / Pepe Jeans / Primark / Wella

EXPERIENCE

Creative Art Director (Brand & Digital) · Modular Home 2021 – Feb 2026

- Led the creative direction and evolution of the brand, defining positioning, value proposition, tone of voice and visual system across communications, marketing and digital product.
- Conceptualized and directed integrated B2B/B2C campaigns, content, paid media and corporate materials, ensuring a coherent vision from strategy through to final artwork.
- Led the digital experience and UX/UI across the website and landing pages, working on conversion, SEO/SEM and the customer journey alongside internal teams, developers and external partners.
- Established a measurement-led culture using GA4, Tag Manager, Google/Meta Ads and Looker Studio to connect creativity, performance and business decisions.

IMPACT +40% qualified leads and +30% web traffic in 3 months. Evolved the brand towards a consistent, measurable visual system across marketing, communications and product.

Visual Experience Lead · Gyro (Dentsu) 2020 - 2021

- Led and developed visual experiences and 360° campaigns for Google, Vodafone, SanDisk, IQOS and AECC across email, display, social, landing pages, streaming and interactive formats.
- Designed UX/UI experiences for websites, landing pages and apps, coordinating delivery with strategy, account, production and development teams on international projects.
- Oversaw multichannel adaptation, brand consistency, accessibility and final quality, bridging creative concept, business and production.

IMPACT +10,000 shares for WCRD/AECC and +15% improvement in usability for the SanDisk/WD App; experience working with global brands and multiple teams in parallel.

Art Director & Brand Strategist · Porto Brazil 2018 - 2020

- Led the visual identity and brand strategy across e-commerce, retail and campaigns, integrating art direction, content, UX and commercial activation.
- Led the Shopify e-commerce redesign: architecture, collections, product presentation, SEO and shopping experience; coordinated digital campaigns and newsletters.
- Developed brand activations and international expansion, including the brand presence at Mad Cool Festival, maintaining consistency across the digital ecosystem and point of sale.

IMPACT +40% online sales. Digital expansion supported +20% growth in the USA, +10% in Australia and +10% in DACH; the Mad Cool activation contributed +5% revenue.

EARLIER EXPERIENCE

GRUPO CLECE · Creative & Digital Designer · 2017 - 2018

Corporate identity, international communications, and specialization in the organization and visual direction of corporate events in Spain and the United Kingdom.

FRAGMA · Art Director · 2015 - 2017

Branding and campaigns for major accounts, with strong expertise in print production: paper and rigid substrate selection, printing, finishes and final artwork supervision.