

DAVID GUTIERREZ COBO

CREATIVE DIRECTION · ART DIRECTION · BRAND & COMMUNICATION

A CORUÑA, SPAIN

CONTACT

Portfolio
LinkedIn
gutierrezcobodavid@gmail.com
+34 629 963 112

PROFILE

I turn complex concepts into ideas people can see, understand and take part in. My career has been shaped by international fashion, working across creative direction, art direction, content and brand communication. I work between creative thinking and execution, shaping ideas, narratives and experiences from concept through production and launch.

PRACTICE

CREATIVE

Creative direction · Art direction · Content strategy · Campaigns · Film · Digital experiences · Production

BRAND & STRATEGY

Brand communication · Brand strategy · Strategic projects · Material innovation · Partnerships · Circularity

TOOLS

Adobe Creative Suite · Premiere · Figma · AI tools

EDUCATION

Visual Design Communication
IED MADRID · 2009 – 2012

CONTINUED EDUCATION

Foundations of Textile Manufacturing
UNIVERSITY OF LEEDS · 2026

LANGUAGES

Spanish, native
English, full professional proficiency

EXPERIENCE

Brand & Sustainability Communication — Strategic Projects

ZARA, INDITEX

2021 – PRESENT

Creative and strategic work across sustainability, brand communication and innovation, translating complex subjects into ideas, narratives, content and experiences. Develop campaigns, films, launches, exhibitions, digital experiences and internal communication, working from concept and creative direction through production and implementation. Shape the communication around material innovation partnerships, circularity and environmental impact, connecting them with brand, culture and creative expression.

International New Projects Manager

PUIG

2018 – 2020

International brand and launch strategy across product development, creative direction, editorial content, communication and market activation. Took launches from concept and positioning through production and implementation.

Head of Content & Design

BIMBA Y LOLA

2017 – 2018

Led the content and design team across e-commerce, CRM, social, editorial content and brand image, with creative direction of projects, budgets, agencies and talent.

Senior Digital Designer

BERSHKA, INDITEX

2014 – 2017

Created and directed content across digital and physical channels, working across art direction, e-commerce, brand image, international communication and copywriting.

Graphic Designer

SPRINGFIELD, TENDAM

2013 – 2014

Retail and international brand communication, window concepts, art direction and photography.

Art Direction & Design

AGENCY, EDITORIAL & FREELANCE

2010 – 2013

Art Director at Katapulting Ideas; Graphic Designer at YO DONA Magazine, Herzio and The Blank Page; freelance photographer for Universal Music Group.