



Blanca Azcarraga Gonzalo

CREATIVE DIRECTOR
& INTERACTIVE DESIGNER

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PROFILE

Creative with a passion for transforming bold ideas into compelling visual stories. Leveraging expertise in digital design, storytelling, UX design, and animation, I create innovative concepts that resonate with audiences and drive results for global brands. Bilingual professional with a blend of international and cross-cultural insights.

Experience

Creative Director AKI Technologies

New York (Remote) July 2017 – Present

- **Campaign Development:** Conceptualize and lead the creation of custom omnichannel campaign creatives for major brands like **Amazon, Pepsi, and LEGO**. Develop innovative ad concepts—including interactive and gamified experiences like the LEGO Pannable Exploration Ad—to win business and exceed engagement benchmarks. Provide strategic direction and feedback to designers on art and copy to ensure cohesive and impactful execution. Assess and enhance creative processes to boost efficiency and output.
- **UX Design & Product Marketing Support:** Collaborate with Engineering and Product Marketing teams on UX design for tools like the **Kinetic App**, creating graphics and custom creatives to showcase our technology. Support Product Marketing with visual storytelling and UX design, ensuring alignment with brand strategy.

Graphic Designer Health–ADE Kombucha

Los Angeles | April 2016 – July 2016

Designed across print, digital, packaging, and corporate identity mediums. Updated the brand's website UX/UI and overall look and feel.

Marketing / Graphic Designer JLL Real Estate

Los Angeles | September 2014 – August 2015

Developed marketing strategies and designed logos, brochures, e-blasts, and other promotional materials.

Marketing Associate Ehlers Estate Winery

St. Helena (Napa Valley) | August 2008 – May 2009

Developed visual identity and digital content for web and print. Coordinated events and customer winery tours and wine sales.

Marketing / Procurement DIAGEO

Madrid/London | April 2007 – June 2008

Managed the creative development and production of collateral and promotional materials for brands including Smirnoff, Johnnie Walker, Captain Morgan, and Chivas.

Skills

- Adobe Creative Suite, Celtra, Figma, Microsoft Office
- ChatGPT, Midjourney, Claude, Leonardo
- Spanish, English & Italian (Intermediate)

Education

Design Communication Arts Certificate Program

UCLA Extension, Los Angeles, 2012

Bachelor's Degree in Audiovisual and Communication Sciences

San Pablo C.E.U. University | Madrid 2005

ERASMUS Scholarship

European School of Economics | London 2005