



BUSTO / Darío Busto Ruiz

SENIOR CREATIVE & DIGITAL ART DIRECTOR

ABOUT ME

When I was a kid, my mom used ads to spoon-feed me lunch. As a grownup, I decided to make ads to get food.

Through this time-span, I realized a few things that took me here. That it's always better when you start with real insights and solid ideas, preferably with a partner that's half-bud, half-creative. That besides a ninja hand and a laser eye, it's the killer taste that makes you a good art director. That digital blurs the frontier between ads and products, and I live happier in this fog.

The kid within me is happy with the choices I made, and the food that came with them. One has been putting my heart and soul in a digital creative team, and my right nipple to brand it as The Boobs team. Rocking and doing-it-ourselves since '08.

CONTACT

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- bustonmiguel
- +34 636 89 44 10

EXPERIENCE

- Oct. '08 / Present
 - BUSTO Y MIGUELEZ**
SENIOR CREATIVE + DIGITAL ART DIRECTOR
 - Personal projects: MO', WT\$, The Digital Book Prototype.
 - Local pitches: MINI, Schweppes, Chivas Regal, Orange Bank.
 - International pitches: Unitel, HP 3D Printer, HP Skaar, Deep State (Fox).
- Jan '18 / Jan '19
 - CHINA + FCB SPAIN**
DIGITAL HEAD OF ART
 - Leading the digital creative department, along Miguel González Domínguez, for the MINI account.
 - International pitches: Money Heist (Netflix)
- Oct. '14 / Dec. '15
 - MIAMI AD SCHOOL**
INSTRUCTOR
 - Digital campaigns: 2Q '15
 - Product creation: 4Q '14
- Dec. '11 / Apr. '15
 - WYSIWYG* / RAZORFISH**
SENIOR DIGITAL ART DIRECTOR
 - Reporting to a digital CD for financial, automotive, telecom and tourism clients.
 - New business: Movistar, Tourism of Mexico, Buckler 0,0 (Heineken), minube.com
 - International pitches: Telefonica.
 - Teaming up with Publicis Argentina.
- Jan. '09 / Dec. '11
 - FCB SPAIN**
INTERN + JUNIOR ART DIRECTOR
 - Reporting to a CD and a HoA for ON/OFF projects.
 - New business: Sailor Jerry Spiced Rum.
 - International pitches: Tuc (Kraft foods).

EDUCATION

- Apr. '14 / Jun. '14
 - MR MARCEL ART SCHOOL**
ADVANCED PS & AI
- May '14 / May '14
 - BFC IDEAS**
CREATIVE WORKSHOP
 - I was one of the selected employees from the Spanish Publicis network to participate in this workshop. The purpose was to strengthen the ideas generation process and our selling skills.
- Feb. '10 / Feb. '10
 - ZINK PROJECT**
ART DIRECTION WORKSHOP
- Oct. '08 / Dec. '08
 - SPANISH CREATIVE CLUB**
VERSUS 2008
 - A tour around some of the best agencies in Madrid, such as Shackleton, Contrapunto BBDO, Leo Burnett, Havas, Dommo CC and FCB Spain.
- Oct. '04 / Jun. '08
 - UNIVERSITY ANTONIO DE NEBRIJA (MADRID)**
GRADUATE ADVERTISING & PR

CLIENTS WORKED



LANGUAGES

- SPANISH**
Native
- ENGLISH**
Fluent

RECOGNITIONS



PUBLICATIONS



SKILLS

- CONCEPT DEVELOPMENT
- ADOBE PS
- ART DIRECTION
- ADOBE AI
- TYPOGRAPHY
- MOBILE APPS
- IMAGE EDITING
- TEKKEN WARRIOR



MIGUELEZ / Miguel González Domínguez

CREATIVE DIRECTOR + DIGITAL COPYWRITER

ABOUT ME

I have the brains of a concept digger. The fingertips of a copywriter. The guts of a creative director. The mouth of a salesman.

An eye for photography, no-nonsense design and things in motion. A tingling belly for strategy and UX. A thumping heart for product design.

And a left nipple hooked to an art director's to assemble The Boobs team. Delivering awesomeness and cheesy jokes since '08.

CONTACT

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EXPERIENCE

- Oct. '08 / Present**
BUSTO Y MIGUELEZ
CREATIVE DIRECTOR + DIGITAL COPYWRITER
 Personal projects: MO', WT\$, The Digital Book Prototype.
 Local pitches: MINI, Schweppes, Chivas Regal, Orange Bank.
 International pitches: Unitel, HP 3D Printer, HP Skaar, Deep State (Fox).
- Jan '18 / Jan'19**
CHINA + FCB SPAIN
DIGITAL CREATIVE DIRECTOR
 Leading the digital creative department, along Darío Busto Ruiz, for the MINI account.
 International pitches: Money Heist (Netflix)
- Oct. '14 / Dec. '15**
MIAMI AD SCHOOL
INSTRUCTOR
 Digital campaigns: 2Q '15
 Product creation: 4Q '14
- Dec. '11 / Apr. '15**
WYSIWYG* / RAZORFISH
SENIOR DIGITAL COPYWRITER
 Reporting to a digital CD for financial, automotive, telecom and tourism clients.
 Local pitches: Movistar, Tourism of Mexico, Buckler 0,0 (Heineken), minube.com
 International pitches: Telefonica.
 Teaming up with Publicis Argentina.
- Jan. '09 / Dec. '11**
FCB SPAIN
JUNIOR + SENIOR COPYWRITER
 Reporting to a CD and a HoA for ON/OFF projects.
 Local pitches: Sailor Jerry Spiced Rum, Partido Popular.
 International pitches: Nivea Beiersdorf, Tuc (Kraft foods), Unicef Switzerland.
- Jun. '08 / Dec. '08**
TRIBECA
INTERN COPYWRITER

EDUCATION

- Apr. '14 / Jun. '14**
HYPER ISLAND (STOCKHOLM)
MASTER CLASS, DIGITAL ADVERTISING & DEVELOPMENT
- Oct. '08 / Dec. '08**
SPANISH CREATIVE CLUB
VERSUS 2008
 A tour around some of the best agencies in Madrid, such as Shackelton, Contrapunto BBDO, Leo Burnett, Havas, Dommo CC and FCB Spain.
- Oct. '02 / Jun. '07**
UNIVERSITY PONTIFICIA (SALAMANCA)
GRADUATE ADVERTISING & PR

CLIENTS WORKED



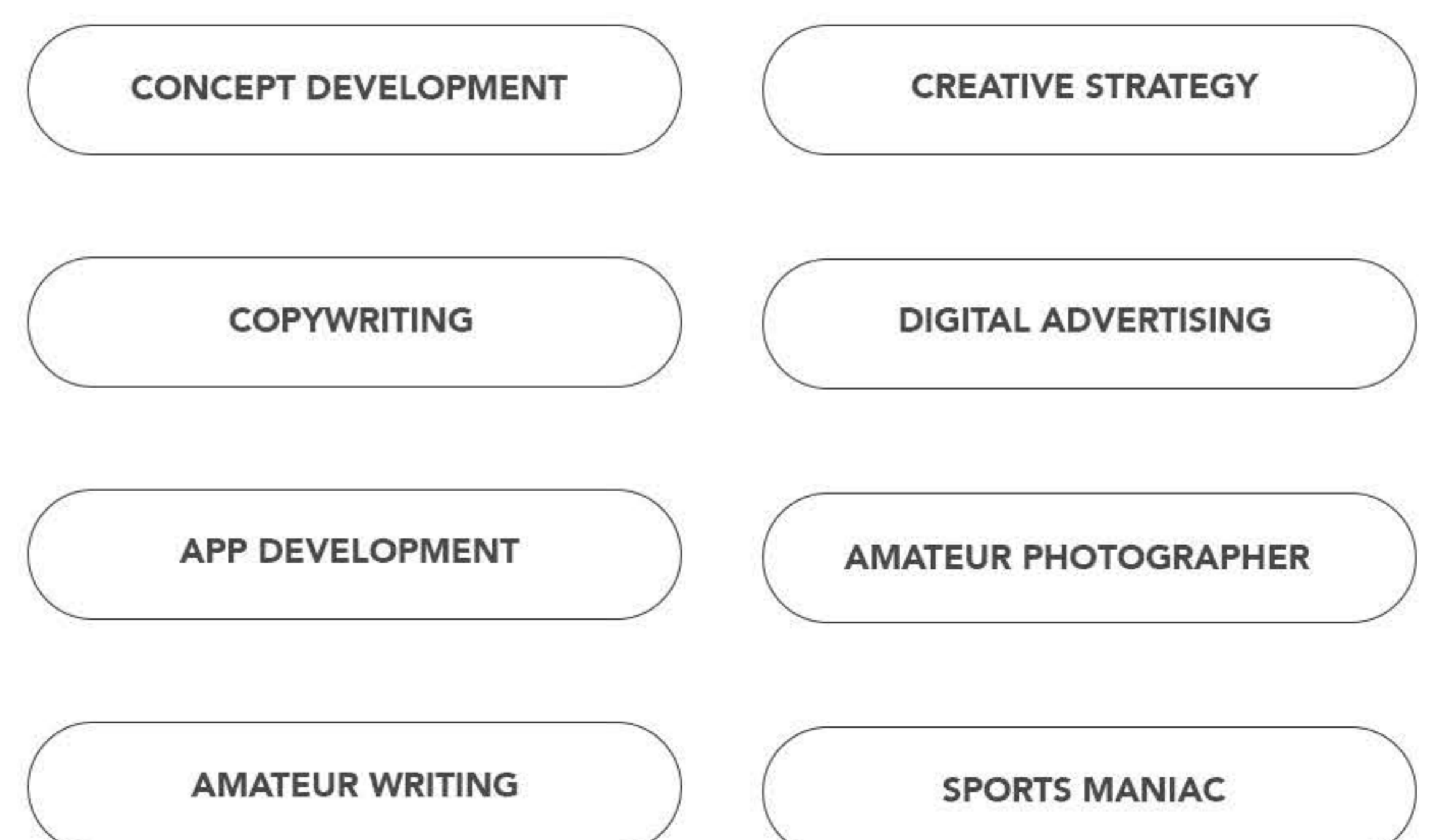
LANGUAGES



RECOGNITIONS



SKILLS



PUBLICATIONS

