



Catalina Guede

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I am... a digital creative director

who started on the web 17 years ago, first as designer, and creative director 8 years later. Along the way I've worked for gaming companies, interactive and social media agencies, mobile development companies and UX consultant companies, providing mobile and desktop UX design solutions.



where and what

GoodGame Studios, as team lead online marketing art
january 2015

Leading a team of 7 people focused on ASO optimization, website creation and A/B testing, BizDev and Key Account Management banner creation, with a strong focus on performance (do users behave as we intend?) and iterative improvement of designs accordingly.

Freelance creative director
june 2013 / december 2014

During this time I was working by my own as freelance, collaborating with clients like Innocean or UNIR and creating art layouts and navigation processes for apps like emoiste or onpublico.

King e Client MAD, as creative director
december 2009 / june 2013

UX consultant agency where I worked for clients like Banco Santander, REPSOL, Caixa Catalunya, Telefónica, Gas Natural, Endesa, Banc Sabadell, Orange... among others, carrying tasks of creative director and UX designer.



Acuam Interactive, as creative director
june 2009 / december 2009

Social Media agency mainly focused in Online projects. Though we also worked in guerrilla Mkt. campaigns and street Mkt. campaigns. I worked for Pfizer, ACH (Action Against Hunger) or Red Cross Spain, carrying tasks of creative director.

Zed Worldwide, as creative manager
june 2007 / june 2009

Mobile apps and games.
I worked in projects like ZedStation IM app, WiW World, My Diary, RSS News, ZedFx, Bacterium and the promotional games for facebook of the film Planet 51.

Fullsix Spain, as art director / creative director
may 2006 / june 2007

Online projects.
I worked for Vodafone, Biotherm, L'Oréal, RedKen, Bourjois, Wilkinson, Turismo Vasco (Basque Tourism), Galp or Toys”r”us among others, as well as developing online campaigns, banners, promotions, corporate sites, etc, carrying tasks of art director.

Near the end of this period I became associate creative director.

Dacartec, as creative director
january 2006 / may 2006

Online projects.
I worked for MILAR, Fundación Laboral de la Construcción or Arcelor among others, carrying tasks of creative director.



musamus, as cofounder and creative director
april 2003 / january 2006

Online and offline projects.

One of the main characteristics of musamus was the integration of accessible developing (AA and AAA) in all the web projects we worked on. This, besides making us pioneers in Spain, made things much easier for us with institutions as the Junta de Andalucía (Andalusian government) or Comunidad de Madrid (Madrid government), Banesto or Caja Madrid, and developed many projects for companies as Más Madera (Ruiz Nicoli group).

I carried out creative direction and co founder tasks.

Netjuice Consulting, as art director
october 2000 / july 2002

Online projects.

The art direction tasks I developed for Netjuice Consulting in early 2000 were mostly the design of large web portals (Arcelor, Construc-talia, FCC...)

Our methodology was designing over interactive prototypes together with the HCI department, applying UCD and UX principles to achieve the best results.

We also worked for clients like Mapfre, Caser, Smint or Diageo España.

Ogilvy Interactive BCN, as designer and web developer
may 2000 / october 2000

Online projects

During those few months I had the opportunity to work for big clients as American Express, Camy, Generalitat de Catalunya or Menta. It was also my first contact both with an interactive agency and with the advertising world.

Arnal, as as designer and web developer
september 1997 / may 2000

After finishing my Master in Multimedia Technologies (offered by the CIS- Ferrol), Arnal, one of the companies involved in the training, offered me to start working with them collaborating on 3D projects (which was my Master's specialization) and design and layout of websites.

I also worked on printing projects for our partner for Continental movies.



my educational background

Although formal training is the only one that is detailed here, along these years I have been constantly studying and absorbing everything I could from the people I lived and worked with, and from the experiences we shared. I believe this has greatly contributed to my personal and professional development.

1996 /1997 (770h)

Master in Multimedia Technology (specializing in CG - 3D), provided by the CIS Galicia (Galician Center for Innovation, Services, Design and Technology): Graphic and Web Design, Video, Computer Graphics and web Development.

1995 /1996

1st of Volume Modeling, by the School of Art and Design "Mestre Mateo" (Santiago de Compostela, Spain). This course included workshops in wood, stone, casting, ceramics and modeling.

1990 /1995

BA in Art History from the University of Santiago de Compostela, specializing in Modern and Contemporary Art.





contact me

by phone

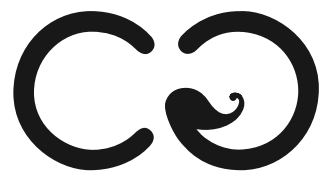
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thank you