



JAVIER FERRÁN

Senior Art Director | Advertising · Production · AI Workflows
Creativepool Top 25 Most Influential & Inspiring Art Directors Worldwide

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Creative Director | Brand Design Leader | AI Creative Strategist.

I help brands and creative teams transform business goals into impactful campaigns, scalable brand systems, and faster, smarter creative processes through creativity, strategy, and generative AI.

With more than 25 years of experience, I have partnered with international agencies, global brands, and companies across multiple industries, turning business challenges into ideas that build brands, drive results, and generate measurable impact.

Throughout my career, I have led branding, advertising, retail, packaging, communication, and production projects from strategic concept development to final execution.

I have worked with leading international agencies including Dentsu, VML, Jellyfish, Geometry Global, and Ogilvy, while also leading projects for major companies such as El Corte Inglés and running my own creative studio since 1996.

My work has been recognized by Creativepool, where I was selected as one of the Top 25 Most Influential & Inspiring Art Directors Worldwide.: <https://creativepool.com/art-directors>.

The School Agency.

Advertising Art Direction Master. 2000-2001. Madrid.

ETEA. Degree in Business and Economics. 1991-1996 Córdoba.



Ferrán Studio Founder & Creative Director. Since 1996.

CANTABRIA LABS, NDL PRO-HEALTH, TOTY, KNAUF, ATLANTIC WILDERNESS, MAR DE DUNAS, FORUS, DHL, AYUDA DIGITAL COVID-19, CRUZ ROJA ESPAÑOLA.

Dentsu 2026 Madrid / Senior Art Director.

MUTUA MADRILEÑA, IMAGINE CAIXA BANK, ORANGE.

VML 2021-2023 Madrid / Senior Art Director.

FORD, BRITISH AMERICAN TOBACCO, LUCKY STRIKE, ROTHMANS OF LONDON, VYPE, VUSE, GLO, NEO, VELO.

Jellyfish 2022-2024 Madrid / Senior Art Director.

GARNIER, MICHELIN.

El Corte Inglés 2010-2014 Madrid / Senior Art Director.

Pinnacle DDB 2006-2007 Madrid / Senior Art Director.

BOSCH CAR SERVICE, SOTOMAYOR RESORT, SUPERMERCADOS EL ÁRBOL.

20 Segundos 2005-2006 Madrid / Senior Art Director.

CADENA COPE, WARNER, PROSEGUR, FERTIBERIA, COMUNIDAD DE MADRID, OMEGA CAPITAL, FUNDACIÓN ALICIA KOPLOWITZ, LOTERÍAS Y APUESTAS DEL ESTADO.

Thinksmart 2004-2005 Madrid / Senior Art Director.

PEUGEOT, BMW, MERCEDES-BENZ, RENAULT, AMENA, VODAFONE, PLADUR, TELEPIZZA, SEGUROS PELAYO.

Mark Line Ogilvy 2002-2004 Madrid / Senior Art Director.

FORD, JAGUAR, RANGE ROVER, SAIMAZA, CALVO, HARLEY-DAVIDSON, PÁGINAS AMARILLAS, TELEFÓNICA, MOVISTAR, TTP-CABITEL, CORONEL TAPIOCA, MOTOROLA, PINK FISH, CADBURY-SCHWEPPE, REEBOK.

Izquierdo Beaumont-Bennett 2001-2002 Madrid / Art Director.

CAMPOFRÍO, COCA-COLA, BMW, CRUZ ROJA, LA CASERA, LECHE CELTA, NIVEA.

IV AMPE Awards (2003)

Silver, best innovative communication strategy, by Telefónica.

Silver, best use of advertising, by Ford.

III AMPE Awards (2002)

Gold, best packaging design, for Leche Celta.

Gold, best use of advertising, for Leche Celta.

Gold, best campaign that increases market share, for Coca-Cola Serie Mini BMW.

Silver, best customer loyalty campaign, for La Casera, Cadbury-Schweppes.

Bronze, best use of packaging, for La Casera, Cadbury-Schweppes.

FERRÁN
STUDIO



jellyfish



DDB^o



Mark Line *Ogilvy*

IZQUIERDO BEAUMONT-BENNETT