

Ramon Prieto

Creative Director.

Inspiring every kind of mind. With more than a decade as **Creative Director** and two decades as digital designer. **With experience at both agencies and in-house, building and managing consumer brands from the ground up** and leading remote and in-house multidisciplinary creative teams, successfully demonstrated taking business goals and turning them into inspiring world-class experiences & products, bringing strategy, **innovation, and design thinking to unlock their full creative potential.**

NETFLIX



SFMO
MA

NEOM

SAMSUNG

L'ORÉAL

SONY



amazon.

Let's connect. I would love to share more with you over a call, and deep dive into each case study, dissecting the process, strategies employed, and the results achieved.

Portfolio. www.ramonprieto.studio

Email. unreal@ramonprieto.studio

Featured projects and awards:

Apple:

Years of innovation and creative partnership have defined my role as **Creative Director, where I lead digital and innovation teams**. From ideation, digital product design, and product and services strategy to interactive spaces, emerging technologies, and brand identity, I work across channels, disciplines, and overall business verticals. One of these projects/products, particularly designed for Apple TV, was honored with a Webby Award for 'Apps and Software, Best Practices 2023.

Webby award, Apple Tv App

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L'Oreal:

In total, L'Oréal won eight awards at this year's CES Innovation Awards and unveiled a host of new products and technologies.

CES 2024, Innovation, App experience

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Samsung:

Incorporating creativity and innovation into the recipient of the award for Best Streaming Digital Experience, I highlight a noteworthy project from our archives. Over the past fourteen years, working side by side with Samsung, I have led five groundbreaking projects and successfully introduced innovative products. I am also proud to have showcased a digital experience at CES that reunited two tech industry powerhouses. [Watch the tease](#)

CES 2024, Innovation, App experience

Work experience:

FuseProject, Creative Director

San Francisco, CA - From 05/2022 to Present

As Creative Director for one of Fast Company's "7 Companies That are Changing the World," I led projects for Samsung, SF MOMA, The Kramlich Foundation, and L'Oréal. At fuseproject, I extended XD beyond traditional digital practice to holistic experience design across a complex, human-driven ecosystem.

Streak . Web3 Innovation, Chief Creative Officer

San Francisco, CA - From 05/2021 to 05/2022

As Chief Creative Officer, I led a progressive team of innovators to design and refine experiences for Web 3.0. Our creative arsenal included augmented, mixed, and virtual reality, as well as large-scale physical installations, providing lasting experiences that shape consumer interaction with the brand.

Anivive, Chief Creative Officer

San Francisco & Los Angeles, CA - From 08/2019 to 09/2020

As Chief Creative Officer at Anivive, I built an all-star team of 21 professionals, including creative directors, designers (UX, digital, motion, brand), copywriters, researchers, and project managers. My responsibilities spanned branding, mobile apps, websites, marketing, product manufacturing, and industrial design.

Moving Brands, Creative Director

San Francisco, CA - From 07/2017 to 07/2019

As a Creative Director at a creative studio like Moving Brands, I worked on high-profile projects, leading teams for companies like Apple, Wynn, and First Republic Bank. At a fast pace and with attention to detail, we created award-winning digital experiences for these amazing companies and, most importantly, incredible experiences for millions of their customers.

Work experience (Continuation):

TCS, Creative Director
Santa Clara, CA - From 01/2016 to 04/2017

TangoMe, Creative Director
Santa Clara, CA - From 02/2015 to 10/2015

Nook by Barnes and Noble, Creative Director
Mountain View, CA - From 10/2014 to 01/2015

Stubhub by eBay, Creative Director
San Francisco, CA - From 02/2012 to 10/2014

Amazon, Art Director, lead designer
London, UK - From 06/2012 to 12/2012

DJM Digital, Senior UI/UX/Motion lead designer (Contractor)
London, UK - From 09/2010 to 03/2011

Franklin Templeton, Lead digital designer (Contractor)
San Mateo, CA - From 04/2011 to 10/2011

Another Glance Inc. (Contractor), Art Director, lead designer
Dublin, CA - From 09/2010 to 03/2011

Echoing Soundz, Art Director (Contractor)
Los Angeles, CA - From 06/2008 to 08/2010

Global Rec, International School of Design, Co-founder & managing director
Madrid, Spain - From 09/2005 to 05/2008

KuWebDesign, Digital designer
New Jersey, NJ - From 03/1999 to 08/2005

Recommendations:

Yves Béhar, Founder and CEO of fuseproject

"Ramon brings a level of new thinking that really made projects an absolute success."

Leah Yetka, Global Managing Director at FuseProject

"Massive shoutout to Ramon Prieto for his leadership, tenacity, and all-around badassery in getting the KAF MVP over the line! The clients were wowed. Ramon has a charismatic way of interacting."

James Bogenrief, Executive Creative Director at J.P. Morgan Chase

"Ramon's energy and passion for his work are unmatched. As good leaders do, he naturally elevates the thinking and quality of work of those around him."

Rebeca Gaspar, Head of strategy at Anivive

"I can describe Ramon with just two words: Passionate Creative Genius."

Gary Brosnan, European Creative Director at Amazon

"Ramon was crucial to the success of our European Kindle Fire launch. With a keen eye for detail and high creative standards, he set a benchmark for others. Ramon is a pleasure to work with and a valuable team player."