

! Hello



Sarah van Vliet

SENIOR GRAPHIC DESIGNER | MOTION & VIDEO

Passionate, honest and effective designer, animator and video editor with agency experience across global brands. I combine strong art direction and motion skills with strategic thinking to deliver creative work that performs.

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sarahvanvliet.es

PROFESSIONAL EXPERIENCE

Ogilvy Spain Senior Social Media Designer

Feb 2024 - Present

Lead the Social Media Design team for Grupo Bimbo Spain and Portugal, one of the agency's key accounts ([Takis](#), [Donettes](#), [Donuts](#), [Bimbo](#) and [Bollycao](#), among 25+ brands), directing a team of 3 designers and overseeing 160 assets/campaigns per month. Safeguard creative quality and brand consistency across all campaigns through rigorous use of typography, color theory and layout design.

Delivered Takis Blue Heat and Donettes Horóscopo campaigns, shortlisted for the [Effie Awards](#) (Premios Eficacia), and contributed to Takis reaching #10 among 472 FMCG brands featured in [Epsilon's report](#) "Most Relevant Consumer Brands on Social Media in Spain".

Design and deliver digital and social assets for international brands including [Uber Eats & Mobility](#), [Sanex](#), [Amstel](#), and [Heineken](#), partnering with project managers and creative, strategy and account teams to meet tight deadlines without compromising quality. Create layouts, visual proposals and presentations for [new business pitches](#) and tenders, combining creativity with strategic vision.

Junior Social Media Designer

May 2022 - Feb 2024

Led visual strategy and creative direction on social media for major brands including [Cruzcampo](#), [Uber Mobility](#), [Suchard](#), [Philadelphia](#), [Ecovidrio](#) and [Milka](#).

Developed concepts and produced digital content, from static and animated creatives to social posts and campaign assets.

Worked closely with account managers and creative teams to deliver high-quality projects on tight deadlines. Promoted to Senior in under two years.

W&K Design & Digital Marketing

Jan 2022 - May 2022

Owned the full digital marketing scope for a start-up, from strategy and content design to social media publishing.

Partnered with co-founders and cross-functional teams to align marketing initiatives with business objectives.

Torres y Carrera

Design & Digital Marketing

Feb 2021 - Jan 2022

Created content for leading brands, including event packaging for [Primark](#), newsletters for [Iberia](#) and social media creatives for [Vueling](#), strengthening brand identity and channel engagement.

SKILLS

Design Tools

Adobe Creative Cloud (After Effects, Premiere Pro, Photoshop, Illustrator, InDesign), Figma

Core expertise

Motion design and animation, video editing, global campaign design, multichannel creativity (paid media, social, digital), art direction and branding, visual storytelling, performance-driven design, pitch and new business presentations.

AI & Innovation

Midjourney, Adobe Firefly, Sora, Nano Banana, Claude. Applied to concept development, visual exploration and workflow optimization.

Ways of Working

Fast-paced agency environments, cross-functional collaboration with strategy, account and project management teams, and delivery under tight deadlines.

LANGUAGES

French Native

Spanish Native

English Fluent

EDUCATION

Motion Graphics and Digital Animation Awwwards Academy	2023
Bachelor's Degree in Integral Design and Image Management Universidad Rey Juan Carlos	2017-2021

See u soon ;)