

Jordi Peguero Guardiola

Creative Director · Brand, campaign and product

Brand identity and strategy · Art direction and campaign · Packaging and retail · Digital product · AI built into production

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Costa Brava, Girona (Spain) · Girona and Barcelona · remote or hybrid · Catalan and Spanish native, English intermediate

PROFILE

Twenty-five years leading brand, campaign and product. I design the identity, the system and the final thing, whether that is a package, a campaign or a screen, and I stay next to whoever builds it until it works.

I started as an art director in 1995. I founded and ran **Axó Comunicació** in Andorra for eleven years, with a permanent team, sustained billings of €1.5M a year and a FIAP Award, and sold it in 2011 to start my own studio. Since then I have built brands for industrial groups and consultancies, made a consumer product of my own that reached European retail shelves and, in recent years, designed digital products end to end.

Over the last three years I have built **generative AI** into the whole production process: image and video, product environments, format variants and workflow automation with n8n. Not a tool bolted on at the end, it runs from start to finish.

One thread runs through the work and is worth saying up front: computer vision in 2008, augmented reality in 2011, generative AI since 2023. Three technology jumps applied to real brand work, each one before the market had a name for it.

WHAT I DO

- **Brand and identity.** Naming, positioning, visual system, guidelines and rollout. From an industrial division to a consultancy, a non-profit or a digital platform.
- **Art direction and campaign.** Concept, key visual, film and photo production, multi-format adaptation, and Meta campaigns with an acquisition funnel.
- **Physical product.** 3D design, dimensions, materials and moulds, packaging and print-ready artwork, factory production. From the idea to the shelf.
- **Digital product.** UX architecture, wireframes, user flows, design system and interface for SaaS and platforms, working shoulder to shoulder with development.
- **Experiential brand and retail.** Brand territory, trade show stands from concept to on-site build, point of sale, window display and signage.
- **AI in production.** Image and video generation, scripting and copy variants, and automation of content workflows at scale.

CAPABILITIES

BRAND AND STRATEGY

Visual identity and brand systems · Naming and brand architecture · Guidelines · Positioning · Brand voice in Catalan and Spanish

CREATIVE DIRECTION

Campaign concept and art direction · Directing film and photo production · Leading creative teams · Presenting and defending work to clients and boards

GRAPHIC PRODUCTION

Packaging and labelling · Print-ready artwork and pre-press · Editorial design · Point of sale, signage and displays · Advanced retouching and compositing

DIGITAL

UX/UI and design systems (Figma) · Website design and build (WordPress) · Social and advertising creative · Meta Ads and acquisition funnels · Motion graphics and video editing

AI AND AUTOMATION

Google Imagen, Midjourney and Adobe Firefly (image) · Google Veo (video) · Claude, ChatGPT and Gemini (concept, scripting, copy) · n8n and Make (automation)

TOOLS

Photoshop, Illustrator, InDesign and After Effects, advanced daily use · Premiere · Figma · WordPress · Meta Business Manager

EXPERIENCE

Founder and Creative Director — **Zas Creative Lab**

2011 – present · Costa Brava, Spain

My own studio for brand, communication and digital product. Concept, identity, production and campaign, executed end to end.

Bottle Flip Challenge — Own consumer product · 2015–16

My own product from idea to retail shelf: 3D design, moulds, brand, packaging and print-ready artwork, manufacturing in China, film campaign and social strategy. Licensed and sold by Giochi Preziosi (Toy Partner, Barcelona), with its own app on Google Play and the App Store.

BeCloser — AI SaaS platform · 2026

Product concept, brand, commercial site and full platform design, from design system to interface, built alongside full-stack development. In open beta and selling.

Betlink — Digital platform · 2025

Naming, brand and product design for a platform combining long-tail sports betting, streaming and Web3, built so content creators could monetise their own channel.

Grup Salvador — Multi-division industrial group · 2013–18

Five years of sustained communication across divisions: brand per division, materials, tender documentation and Meta campaigns with an acquisition funnel.

AUTEA — Support association for families of children on the autism spectrum · Andorra

Full identity and communication, pro bono. A visual system built on my own line drawing and one simple narrative idea: autism as a trip you planned to Italy that lands, without warning, in Holland.

Founder and Creative Director — **Axó Comunicació**

2000 – 2011 · Escaldes-Engordany, Andorra

Full-service advertising agency, a reference in its market, with a permanent team and sustained billings of €1.5M a year.

- **Brands built from zero** for Crèdit Andorrà (national bank), the Government of Andorra, Gala Perfumerías (perfumery retail chain) and a national political party.
- **Camel · Music territory, for Japan Tobacco International.** In a market where tobacco advertising is closed by law, I proposed a territory instead of a campaign: presence at major festivals with camel sculptures used as projection-mapping surfaces, curated music at point of sale, and AR Discovr, an augmented-reality app that turned the pack into a marker for a music player, built in 2011. As a permanent venue, we ran a nightclub for three years.
- **Abertis Logística, stand at SIL Barcelona (2008).** Suspended link volumes, a visual piece for every node of the network fusing each city with its own logistics platform, and an LED wall that read visitors' movement through camera analysis, two years before Kinect.
- **Team leadership:** directing designers, copywriters and production partners, budget management and direct client relationships.
- Integrated campaigns across press, outdoor, point of sale, radio, television and early digital.

Art Director — **IMAGINA**

1995 – 1999 · Andorra

Art direction, graphic design and print production for advertising campaigns and brand identity.

EDUCATION AND AWARDS

- **Graphic Design** — IDEP Barcelona, Escuela Superior de Imagen y Diseño (UAO)
- **MBA and Power Digital Marketing** — ThePowerMBA · 2020
- **Master in Digital Traffic, Facebook & Instagram Ads** — Instituto de Tráfico Online · 2018–19
- **FIAP Award** — “Cupido”, advertising piece for Gala Perfumerías