

Carlos Sáez Muñoz

Senior Visual Designer | Digital Design Manager | Creative Director

MSc Digital Marketing | MBA | Audiovisual Communication Specialist - TV

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About me

Senior Visual Designer and Creative Director from Chile with Stamp 4 Visa, bringing 15 years of extensive experience in visual design, brand development, and creative strategy. I specialise in creating compelling visual content and leading creative teams across high-impact design projects.

I blend strategic design thinking with creative execution, focussing on data-driven design decisions and AI-driven automation. My proven track record includes delivering award-winning visual campaigns that generated millions in revenue and significantly increased brand recognition. I excel at translating complex business objectives into visually compelling designs that drive measurable results and boost conversion rates.

Work Experience

Digital Design Manager

Jun 2023 - Present

Fairstone Group Ireland | Financial advisory company | Dublin, Ireland.

<http://www.fairstone.ie>

Key Achievement: Promoted to this senior role, bringing fresh creative challenges and leadership opportunities for my career growth.

- **Creative Production Leadership:** Designed and delivered +500 videos and +350 creative assets across multiple formats, generating +10K new leads through strategic visual campaigns via Google Ads and Meta in 2024, achieving +370K link clicks.
- **Integrated Campaign Design:** Formulated and executed comprehensive B2B and B2C visual campaigns, creating design assets for social media, Google Display, print materials, and sales presentations, significantly enhancing brand recognition and lead generation.
- **Data-Driven Design Strategy:** Implemented BI reporting and AI-driven design strategies to enhance client conversion rates through intuitive visual design, including chatbot interface design and automated visual workflows.
- **Brand Systems Development:** Delivered comprehensive visual assets ensuring brand uniformity across different Ireland locations, maintaining corporate design standards. Developed mock-ups and design visualizations for new corporate buildings, ensuring seamless brand integration.
- **Creative Direction:** Led full-cycle visual content development including brand videos, motion graphics, infographics, and multimedia presentations for social media, websites, and email campaigns, improving brand awareness and generating qualified leads.

Content Creator

Feb 2023 - Jun 2023

askpaul - PAX | Financial advisory company | Dublin, Ireland.

<http://www.askpaul.ie>

- **Visual Content Strategy:** Guided comprehensive visual content development for financial brands, creating engaging brand videos, motion graphics, and multimedia presentations that improved brand awareness and customer acquisition.
- **Multi-Platform Design:** Developed visual content for all social platforms, managing creative direction from concept to final delivery, resulting in increased brand visibility and audience engagement.
- **Strategic Design Collaboration:** Worked closely with marketing teams to develop innovative visual concepts and implement design strategies that enhanced audience connection and campaign performance.

Creative Digital Designer

Feb 2022 - Jun 2023

Chilevisión | TV Station | Remote work.

<http://www.chilevision.cl/>

- **Advanced Visual Production:** Designed cutting-edge visual processes for chroma key video production for the Chilean TV show "King of the Mask Singer," developing innovative post-production techniques that established new creative standards for broadcast design.
- **Creative Tool Mastery:** Achieved advanced proficiency in Adobe Creative Suite, transforming technical tools into creative instruments for producing visually impactful, stunning content that captivated audiences.
- **Creative Collaboration:** Collaborated with directors and producers to transform creative concepts into polished visual masterpieces, enhancing narrative creativity and boosting audience engagement through superior design execution.
- **Comprehensive Production Design:** Managed all aspects of visual production from pre-production through post-production, including creative direction, set design, lighting design, motion graphics, and digital asset management.

Cross-Platform Audiovisual Producer

Jun 2021 - Nov 2021

Megamedia | TV Station | Santiago, Chile.

<http://www.mega.cl/>

- **Technical Production Leadership:** Led technical aspects of visual production including camera operation, lighting design, and studio management for high-profile television productions.
- **Production Design Management:** Provided comprehensive technical and creative support for shoots and recordings, managing equipment setup and visual production workflows.

Digital Content Creator

Mar 2018 - Jun 2021

SEDA college | English School | Dublin, Ireland.

<https://www.youtube.com/@SEDACollegeIreland>

- **Strategic Visual Marketing:** Created promotional video content for English course marketing, developing compelling visual materials that attracted prospective students and enhanced brand engagement.
- **Brand Visual Development:** Collaborated with marketing teams to produce interviews, music videos, and live broadcast content, improving brand recognition and audience interaction through strategic visual storytelling.
- **Multi-Channel Design:** Developed visual content for websites, social media, email campaigns, and advertising materials, ensuring all design assets aligned with brand objectives and communicated key messages effectively.
- **Enhanced Visual Production:** Integrated drone footage and advanced photographic assets into promotional materials, significantly improving brand visibility and recognition across digital and print media.

Education

- **Higher Diploma in Product Management** Present
Technological University Dublin
- **Master in Business Administration. MBA** Sept 2022 - Oct 2023
Universidad Internacional de Valencia, VIU. Spain. Level 9 NFQ.
- **Msc Digital Marketing** Oct 2020 - Nov 2021
Dublin Business School, DBS. Dublin, Ireland. Level 9 NFQ.
- **Degree in Audiovisual Communication - TV** Mar 2008 - Dec 2012
University of Arts, Sciences and communications, UNIACC. Santiago, Chile. Level 7 NFQ.

Other

- **Design & Creative Software:** Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, Lightroom, InDesign, Audition), UI/UX Design (Figma, Adobe XD).
- **Business Intelligence & Automation:** Microsoft Power BI, Power Automate, Power Apps, Google Analytics, Google Ads, Automation Workflows (Make.com, Zapier), AI Tools: (Midjourney, Runway)
- **Technical Knowledge:** Design Systems Development, Brand Guidelines Creation, Creative Project Management, SQL, Database Management, Web Design Principles, Responsive Design.
- **Languages:** English (C1), Spanish (Native)