



# Javier Santillán

Senior Brand Designer  
(Strategy & Systems)

## Personal Information

**Date of Birth** August 3, 1984  
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## Profile

Senior brand designer with 12+ years of experience in Switzerland, helping organizations build clarity, structure, and long-term consistency across brand touchpoints by translating strategy into usable visual systems across print, digital, and physical applications.

### Core Areas

- Brand systems and guidelines
- Packaging and print applications
- Typography and layout systems
- Editorial and campaign design
- Brand identity and CI
- Workflow improvement and documentation

## Professional Experience

06/2025 - 02/2026

### **Senior Brand Designer (Design Systems & Multibrand)** Sodano AG | Zurich, Switzerland

- Led creative direction and consistent brand execution across multiple brands within a multibrand environment.
- Developed, maintained, and enforced brand and design systems, including guidelines for logo use, typography, colour, and layout.
- Coordinated and prioritised design activities across brands to support differentiation and coherence within the overall brand architecture.
- Translated business requirements and positioning into clear creative concepts, briefs, and implementation priorities.
- Contributed to quality and consistent implementation across print, digital, packaging, and POS/retail applications.

03/2023 - 06/2025

### **Professional Development & Selected Projects** Zurich, Switzerland

- Focused on professional development, selected freelance work, and skills expansion across UX/UI, web, motion, and AI-supported workflows.
- Completed a professional development program at FocusMedia and additional training in WordPress, SEO, 3D, and content production.
- Volunteered as a graphic designer for Startup Nights in Winterthur.

10/2014 - 03/2023

### **Senior Brand & Graphic Designer** Mondaine Watch Ltd | Pfäffikon SZ, Switzerland

- Owned brand design across editorial, advertising, packaging, POS, and trade shows for Luminox.
- Built and maintained a scalable brand system across print, digital, retail, and event touchpoints.
- Led the annual catalogue system across 9 editions, including templates, grids, and production-ready files.
- Standardised campaign rollouts across print, digital, and POS formats to improve consistency and efficiency.
- Played a key role in evolving Luminox's brand identity by strengthening visual direction and improving consistency across editorial, campaign, packaging, and retail applications.

05/2014 – 07/2014

### **Designer (Freelancer)**

Wirz Werbung AG | Zurich, Switzerland

- Supported the advertising team as an all-round designer and created promotional materials for Tibits.

03/2012 – 03/2014

### **Art Director & Graphic Designer**

FCB Zurich | Zurich, Switzerland

- Developed the Sora Sushi identity, including a logo that balanced cultural relevance with a contemporary feel.
- Designed promotional visuals for Theater Rigiblick across multiple productions.
- Developed campaign visuals for Greenpeace focused on endangered species conservation.

06/2010 – 12/2011

### **Graphic Designer**

Honegger & Bregenzer | Zurich, Switzerland

- Worked on the design and implementation of a new corporate identity and marketing assets for the Rio beverage market, including an online shop.
- Designed logos, business materials, posters, flyers, advertising collateral, and web-sites with animation and basic front-end implementation.

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## Education

2007 – 2008

### **Master's Studies: Visual Design**

Scuola Politecnica di Design | Milan, Italy

2005 – 2007

### **Design Training: Product Design**

Rigoletti Casa de Diseño | Mexico City, Mexico

## Further Education

2024

### **Professional Development Program**

Focus Media | Zurich, Switzerland

2021 – 2022

### **UX/UI Design**

CareerFoundry | Online

2023 – 2024

### **Selected Additional Training**

Design Thinking, Adobe After Effects, Blender, WordPress, SEO, social content, mobile production, AI-supported content workflows, HTML5 & CSS3

## Languages

<b>German</b>	Very advanced
<b>Swiss German</b>	Good comprehension
<b>English</b>	Very advanced
<b>Spanish</b>	Native
<b>Italian</b>	Very advanced

Supported by international immersion through language study in Germany, Italy, the USA, and Australia.

## Tools

Experienced across a broad range of design, AI-supported creative work, video and animation, productivity and collaboration, and web development workflows.

Some of the tools used include:

InDesign, Illustrator, Photoshop, Figma, After Effects, ChatGPT, WordPress, Elementor, HTML5, CSS3, Claude, Perplexity, Midjourney, Runway, Acrobat, Notion, Asana, Visual Studio Code, Premiere, Blender, Leonardo.ai, Media Encoder, Slack, Microsoft Office, Zapier, CapCut, and Videoleap.