



Javier Santillán

Senior Brand Designer (Strategy & Systems)

Personal Information

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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 eShop.
- Designed logos, business materials, posters, flyers, advertising collateral, and web-sites with animation and basic front-end implementation.

Education

10/2007 – 07/2008

Master Degree: Visual Design

Scuola Politecnica di Design | Milan, Italy

01/2005 – 12/2007

Product Design

Rigoletti Casa de Diseño | Mexico City, Mexico

Further Education

03/2024 – 12/2024

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

German	Very advanced
Swiss German	Good comprehension
English	Very advanced
Spanish	Native
Italian	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.