

# Cristóbal Oltra.

Creative, Art Direction, Product & Brand Innovation. Design Alchemy.

## About Me.

With more than 16 years of experience in digital transformation, brand & design systems implementation, and innovation with Fortune 500 companies including Morgan Stanley, Comcast NBCUniversal and Bloomberg. I Blend design thinking, storytelling, and technology to conceptualize and craft human-centered experiences across ecosystems. With a visionary direction, collaborative spirit, and award-winning creativity that drives measurable impact. Whether guiding teams or hands on in projects, the alchemy of turning goals & concepts into beautiful and effective outcomes that make a difference while being flexible to new tools and challenges is a day to day driver.

## Core Skills.

### DESIGN & STRATEGY

- Design Systems, Branding & Identity
- Design Thinking & Concept Development
- UX/UI & Product Design
- Storytelling & Motion Graphics
- Digital & New Mediums
- Future Proof Strategies

### LEADERSHIP & COLLABORATION

- Creative Direction, Vision & Ideation
- Strategic Thinking, Planning & Scoping
- Cross-Functional Work
- Client Presentation & Communication
- Innovation and creativity
- Art Direction

### SOFT SKILLS

- Collaboration & Adaptability
- Empathy & Integrity
- Problem Solving and Critical Thinking
- Curiosity, Passion & Growth Mindset
- Flexibility

## Professional Experience.

August 2021 - December 2024  
New York



### Morgan Stanley - Oliver

#### ASSOCIATE CREATIVE DIRECTOR, DIGITAL

Conceptual and creative development of Morgan Stanley’s refreshed brand and digital first Design System, as well as it’s application to global initiatives mostly in digital spaces.

#### DIGITAL DESIGN DIRECTOR

Shaping of the Creative Studio’s Digital team and processes. Oversight of all digital projects with a heavy focus on innovation, and improved user experience and style.

December 2014 - August 2021  
New York



### Comcast NBCUniversal

#### LEAD VISUAL PRODUCT DESIGNER

Oversight of concepts, ideation, visual styles, and production in sync with global company standards to create innovative and forward thinking products for Xfinity (US) and Sky (UK and Europe).

April 2014 - August 2014  
New Jersey



### Sentient Interactive

#### ASSOCIATE CREATIVE DIRECTOR FOR TRAPHIC AND LEVALO

Oversight and concept ideation for Ad campaigns, Art and Design on web and mobile experiences for leading financial, healthcare, pharma,entertainment and retail companies.

August 2013 - April 2014  
New York



### Mobients

#### SENIOR VISUAL & PRODUCT DESIGNER

Concept, design and art direction for mobile experiences serving world-leading financial, entertainment and retail companies like Bloomberg, USA Networks, Delta Airlines, and The Home Depot.

## Other Relevant Roles.

September 2006 - Present  
New York - Chile



**Senior Digital & Content Designer** (Terra Networks, 2011) - **Design & Multimedia Consultant** (McCann Erickson, 2007) - **Visual Designer, Art Director** (SQM Soquimich, 2008) - **Head Designer** (The New School Social Innovation Initiative, 2013) - Founder & Principal Designer (Lionheart Design, 2025-Present).

## Education.

August 2011 - May 2023 New York	→	<b>MFA in Transdisciplinary Design</b>  PARSONS THE NEW SCHOOL FOR DESIGN  Specialized on merging social sciences with design methodologies to creatively address social, economic, political, and environmental issues rethinking traditional work paradigms.
March 2000 - May 2024 Santiago, Chile	→	<b>Major in Visual Design &amp; Multimedia</b>  ARTS, SCIENCE AND COMMUNICATIONS UNIVERSITY  Specialized on emerging art and design practices, media storytelling, and interaction, emphasizing the ways in which media and technology can engage social and cultural change.
June 2003		<b>Bachelor in Visual Communication</b>
ACADEMIC AWARDS		
May 2024 Santiago, Chile	→	<b>ACADEMIC EXCELENCE, AND PEOPLE OF COMMUNICATION AWARDS</b>  Best GPA of year’s promotion. Best Thesis project of promotion, and an award for promising professionals acknowledging their innovative, forward looking and committed work in their fields.
June 2011 Santiago, Chile	→	<b>BECASCHILE SCHOLARSHIP RECIPIENT</b>  Selected to receive a full scholarship for a Masters program in New York City due to outstanding academic and professional performance, as well as future vision.

## Work Awards.

### AWARDS FOR XFINITY APP

- A’ Design Award – Platinum (Mobile Technologies)
- Communication Arts – Best of Year (Interactive, Mobile/Tablet)
- Cablefax – Best in Apps (Honorary Mention)
- Horizon Interactive Awards (Honorary Mention)

*\*Role: Senior Product & Visual Designer*

## Certifications.

### LEADERSHIP & COMMUNICATION

- Leadership, Effective Communications and Human Relations Skills for Success (Dale Carnegie - New York, NY. 2015)

### DESIGN & ART DIRECTION

- Certificate in Art Direction for the Moving Image (UNIACC University - Santiago, Chile. 2006)

## Tools & Resources.

1 <b>Design</b> →	2 <b>AI &amp; Automation</b> →	3 <b>Discovery</b> →	4 <b>Admin &amp; Collab</b> →
<ul style="list-style-type: none"><li>• Figma</li><li>• Adobe Creative Suite</li><li>• 3D Software</li></ul>	<ul style="list-style-type: none"><li>• Midjourney</li><li>• Firefly</li><li>• ChatGPT</li></ul>	<ul style="list-style-type: none"><li>• Prototyping Tools</li><li>• Research Platforms</li><li>• Metrics</li></ul>	<ul style="list-style-type: none"><li>• Miro</li><li>• Project Management Tools</li><li>• Office Suite</li></ul>

## Skills Recap.

Strong Skills in Visual communication, Art Direction, Concept Development, Planning & Scoping, Corporate Social Responsibility, Digital Design, Graphic Design, Branding & Identity, Brand Management, Visual Concepts, Leadership, Design Systems, Dev Collaboration, Web & Mobile design, and Latest Design Software & trends. Flexible to what’s needed for a project to succeed and be future proof over the latest temporary tool or trend. Comfortable leading teams or being hands on. Fluent in English and Spanish.