

Ramon Prieto

creativedirector.

Inspiring every kind of mind.

With more than a decade as Creative Director and two decades as digital designer.

With experience at both, agencies and in-house, building and managing consumer brands from the ground up and leading remote and in-house multidisciplinary creative teams, successfully demonstrated taking business goals and turning them into inspiring world-class experiences & products, bringing strategy, innovation, and design thinking to unlock their full creative potential.

NETFLIX



SFMO
MA

NEOM

SAMSUNG

L'ORÉAL

SONY



amazon

Let's chat.

I would love to share more with you over a call, and deep dive into each case study, dissecting the process, strategies employed, and the results achieved.

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Featured projects and awards.

Apple

Years of innovation & creative partnership, as Creative Director I lead digital & innovation teams. **From Ideation, digital product design, product & services strategy, to interactive spaces, emerging technologies & brand identity** across channels, disciplines and overall business verticals. One of these projects/products, particularly **designed for Apple TV, was honored with a Webby award** for 'Apps and Software, Best Practices 2023.

[Webby award . Apple TV App.](#)

[Go to Webby](#)

L'Oréal

In total, **L'Oréal won eight awards at this year's CES Innovation Awards** and unveiled a host of **new products and technologies**.

[CES 2024 Innovation . App experience](#)

[Go to Newsroom](#)

Samsung

Incorporating creativity and innovation into the recipient of the award for Best streaming digital experience, **I highlight a noteworthy project from our archives**. Over the past fourteen years **working side by side with Samsung**, I have led five groundbreaking projects and successfully introduced innovative products. I am also proud to have **showcased a digital experience at CES that reunited two tech industry powerhouses**.

[CES award](#)

[Watch UI teaser video](#)

Work experience.

Fuseproject

Creative Director

San Francisco, CA - 05/2022 to Present

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As Creative Director for one of Fast Company's '7 Companies That are Changing the World' and '30 Most Important Design Companies', I led projects for companies and institutions like Samsung, SF MOMA, The Kramlich, L'Oréal, and more. **At fuseproject, the XD offering goes beyond the traditional digital practice to broader, more holistic, experience design across an increasingly complex, nuanced, and human-driven ecosystem.**

Streak . Labs & Innovation teams

Chief Creative Officer

San Francisco, CA - 05/2021 to 05/2022

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As the Chief Creative Officer I handpicked and spearheaded a progressive team of innovative minds, each bringing unique skills to the table, to design and refine experiences that inspire and captivate, propelling us toward Web 3.0. Our creative arsenal includes emerging technologies, from augmented, mixed, and virtual reality to large-scale physical installations providing experiences that do not merely engage the senses for the moment, but leave a lasting imprint, shaping the way consumers interact with the brand long after the encounter.

Anivive

Chief Creative Officer

San Francisco & Los Angeles, CA - 08/2019 to 09/2020

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As a Chief Creative Officer at Anivive, I had the opportunity to build an all-star team of 21 professionals from the ground up. The team included all kinds of critical players, from creative directors and designers (UX, digital, motion, and brand) to copywriters, researchers, project managers, and other vital roles in bringing a unique vision to life. My extensive and exciting areas of responsibility included but were not limited to branding, mobile apps, website, marketing, product manufacturing, and industrial design, to mention a few.

Moving Brands

Creative Director

San Francisco, CA - 07/2017 to 07/2019

As a creative director in a creative studio like **Moving Brands**, I worked on high-profile projects, leading teams for companies like **Apple, Wynn, and First Republic Bank**. **At a fast pace with attention to detail**, we created award-winning digital experiences for these amazing companies and, most importantly, **incredible experiences for millions of their customers**.

TCS digital

Creative Director

Santa Clara, CA - 01/2016 to 04/2017

Led, built, and managed a cross-functional interdisciplinary team of innovators, including designers, technologists, researchers, business strategists, specialists, content strategists, program managers, and engineers to create **Design Thinking as a Strategy for Innovation**. Reimagined new business models, products, services, customer segments, channels, business processes, workplaces, and environments to create new and unique industry-changing user experiences.

TangoMe

Creative Director

Santa Clara, CA - 02/2015 to 10/2015

Nook by Barnes and Noble

Creative Director

Mountain View, CA - 10/2014 to 01/2015

Stubhub by eBay

Creative Director

Santa Clara, CA - 02/2012 to 10/2014

Amazon**Art Director, lead designer**London, UK - 06/2012 to 12/2012

DJM Digital**Senior UI/UX/Motion lead designer (Contractor)**London, UK - 09/2010 to 03/2011

Franklin Templeton (Banking Creative Services)**Lead digital designer (Contractor)**San Mateo, CA - 04/2011 to 10/2011

Another Glance Inc.**Lead digital designer (Contractor)**Dublin, CA - 09/2010 to 03/2011

Echoing Soundz**Art Director (Contractor)**Los Angeles, CA - 06/2008 to 08/2010

Global Rec, International School of Design**Co-founder & managing director**Madrid, Spain - 09/2005 to 05/2008

KuWebDesign**Digital designer**New Jersey, NJ - 03/1999 to 08/2005

What they said.

Yves Béhar

Founder and CEO of fuseproject

“Ramon brings a level of new thinking that really made projects an absolute success.”

Leah Yetka

Global Managing Director at FuseProject

“Massive shoutout to Ramon Prieto for his leadership, tenacity, and all-around badassery to get the KAF MVP over the line! The clients were wowed. Ramon has a charismatic way of interacting with team members that encourages camaraderie and inspires creativity.”

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Rebeca Gaspar

Head of strategy at Anivive

“I can describe Ramon with just two words, Passionate Creative Genius “

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Martin Granström

Head of UX at Nook

“Ramon is one of the most creative and skilled professionals I’ve worked with, his visual instincts, creative height, and conceptual production excellence is outstanding. He demonstrates not only his ability to improve existing experiences and applications but also the ability to think outside the box and take something to a whole new level of excellence. I would work with Ramon any chance I’d get.”

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Gary Kanazawa

Head of Creative Labs at eBay

“I have had the opportunity to work with some of the most talented artists and designers and you are one of the most talented designers I have been fortunate enough to work with! You did make a big impact across the company. All the teams that you supported were thrilled with the results in terms of having unique, beautiful designs that were visually appealing and at the same time with the User Experience always in mind”.

-

Gary Brosnan

European Creative Director at Amazon

“Ramon has a keen eye for detail and has been key to the success of our European launch of Amazon’s Kindle Fire advertising program. Ramon has been a pleasure to work with. He is a likable person and has left behind a high level of creative work for other designers to benchmark against. He is a team player and would make a great asset to any organization”

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