

## EXPERIENCE

### REYARTS | CREATIVE EXPLORATION AND PERSONAL PROJECTS BARCELONA | 2026

Period dedicated to research and experimentation with generative AI tools applied to design, visual communication and creative conceptualization.

Development of personal visual identity projects and exploration of new graphic narratives.

Technological updating and study of new creative methodologies.

### AMERICAN EXPRESS GBT CREATIVE / EVENT DESIGNER BARCELONA | 2018-2025

Conceptualization and development of creative experiences for international events within the travel industry.

Led creative projects for international corporate events, increasing key client satisfaction by over 25% (NPS).

Designed integral brand experiences (branding, signage, scenography, access apps, merchandising) with over 30% attendee participation.

Optimized pre-printing and production processes, reducing deadlines by 15%.

Presented strategic proposals to global clients, ensuring recurrence of high-value projects.

Coordinated multidisciplinary teams for large-scale events.

Volkswagen | Unilever | Mercedes-Benz | Nissan | Seat | Pfizer | ISDIN | Mylan | Roche | CaixaBank | Santander | Schwarzkopf | Puig | Titanlux | Endesa

### COCOA COMUNICACIÓN CREATIVE / PHARMA AGENCY BARCELONA | 2014-2017

Development of creative projects for the pharmaceutical and healthcare sector.

360° integral campaigns, corporate and brand communication, promotional material, merchandising, POS and pharmaceutical events.

Medical infographics, branding, packaging, digital communication and online projects.

Creation of motion graphics, 2D / 3D illustration and original brand mascot design.

E-marketing actions and SEO / SEM optimization.

Nestlé Health Science | Purina-Friskies | Ricola | Bayer | General Council of Official Colleges of Podiatrists

### CO&COS COMUNICACIÓN THINK UP! ART DIRECTOR / PHARMA AGENCY BARCELONA | 2011-2013

360° DTC / OTC campaigns, online communication and digital projects, pharmaceutical events, branding and packaging design.

Laboratorios Ordesa | Menarini | Ferrer | Chiesi

### EMIE | ART DIRECTOR BARCELONA | 2005-2011

Editorial projects: creation of nationwide 360° promotional campaigns for the launch of new titles / collections for Penguin Random House (Mondadori).

Exclusive editorial projects for OpenCor, Fnac, La Casa del Libro and El Corte Inglés, performing special editions.

Penguin Random House | Official College of Pharmacists of Barcelona | Intermarké | Infojobs

### GRUPO LEHMBERG | ART DIRECTOR MÁLAGA | 2002-2005

Global corporate rebranding for Grupo Lehmborg, a consultancy specialized in training, quality, new technologies and grant management.

Strategic campaign development. Design of multimedia courses, including editorial layout for manuals and e-learning platforms.

Junta de Andalucía | Málaga Chamber of Commerce | Nerja City Council

## AWARDS

PUBLIFESTIVAL: 'Pie Saludable' Project, Award for Best Social Awareness Campaign 2016.

iDERMO Awards 2016 Farmaselect: Calmatopic YA-NO-PICA (Laboratorios Viñas): Gold for Best Product, Design and Packaging.

El Chupete 2016: Calmatopic YA-NO-PICA (Laboratorios Viñas): Finalist in the 'Packaging and Product Design' category.

PUBLIFESTIVAL: HemoJobs (Bayer, FedHemo and InfoJobs), Best Project for the Inclusion of People with Disabilities 2015.

SMILE FESTIVAL: Calmatopic stick (Laboratorios Viñas), European award for the best campaign 2013.

Aspid Awards: Member of the creativity jury 2013.

Adobe Color (theme Circus III): chromatic combination selected in the 'Popular and/or Highest Rated' category 2007.

## GENERATIVE AI

Generative AI is a powerful tool, but its true value emerges when guided by creative vision, visual judgment, and conceptual direction.

Proficiency in solutions such as Stable Diffusion (local installation), DALL-E, Adobe Firefly, Luma, Pika, and Kling, alongside prompt engineering specialized in image generation. These tools are integrated into the creative process to enhance graphic conceptualization, optimize workflows, and explore new visual narratives.

As an active learner, I closely follow the rapid evolution of these technologies, experimenting with their potential to push the boundaries of creative development.

## SKILLS & SOFTWARE

Creative Suite: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects, Media Encoder).

Audiovisual Production: Final Cut Pro X, Motion and Compressor.

Digital & Online Communication: WordPress, MailChimp and UX / UI notions (prototyping). Figma (conceptual and systems level).

Generative AI: Applied to creativity and visual conceptualization.

Graphic Production: Extensive experience in final artwork, large format printing, materials, quality control and typography.

Web Basics: Basic knowledge of HTML / CSS.

3D Modeling: Cinema 4D (Ongoing training).

## LANGUAGES

Spanish and Italian: bilingual.

Catalan: high level.

English: upper-intermediate (B2).

Japanese: basic notions (Official Language School).

## EDUCATION

Higher Degree in Advertising Design & Photography (5-year program). I.S.A. Michele Fanoli, Cittadella (PD), Italy.

Digital Marketing & Personal Productivity Certifications (Google).

Character Animation & Modeling in Cinema 4D.



# Romeo Calonghi

"I always strive for harmony: between people, ideas and brands."

## INSIGHT

Senior advertising creative with extensive experience in pharma / healthcare, the editorial sector, FMCG, and corporate events.

Specialized in the conceptualization of omnichannel campaigns, branding, and digital communication. Proven track record leading creative projects for multinational brands, guaranteeing quality, strategic consistency, and regulatory compliance.

Passionate about technological innovation and strategic creativity, with a focus on generative AI, visual experimentation, and new digital narratives.

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