






JUAN RICCI

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Profile

An experienced Creative Director with international clients in Europe, USA and South America. Specialist in image and communication, music business, digital marketing, web design and Art Direction.

A professional with high capacity to lead work groups, with a vast experience in dealing with clients and companies, both public and private, used to work towards objectives and results in the short- and long-term projects.

A Creative Director with solid knowledge in omnichannel communication.

Portfolio: www.ausgangstudio.com

Key Achievements

- More than 18 years leading and developing Ausgang Studio of graphic and image design | www.ausgangstudio.com
- More than 10 years as Creative Director of one the most prestigious music festival in Barcelona, "Festival del Mil.lenni" | www.festival-millenni.com
- 4 years as head of the image of the "Cap Roig Festival" in Girona, Spain | www.caproigfestival.com
- Director of Image and Communication of the festivals of the City of Buenos Aires | www.buenosaires.gob.ar/festivalesba
- Responsible for Image of the Cultural Center La Usina del Arte (Buenos Aires, Argentina) | www.buenosaires.gob.ar/usinadelarte
- Creative Director VAV GROUP (of the Broadcast / TV Studios group of companies) | www.vavgroup.es
- Graphic design works for artists like Sting, Tom Jones, Woody Allen, Anastasia, Jamie Cullum, Julio Iglesias, Kool & The Gang, Jose Carreras, Charles Aznavour, Liza Minnelli, Bobby McFerrin, Tracy Chapman, UB40 and others

Professional Experience

PRESENT DAY

2003 – Current: **Creative Director & Founder** Ausgang Studio / Design & Communication / Barcelona SPAIN / www.ausgangstudio.com

- Strategic Consultant in Image and Visual Communication
- Advice on Graphic Design, Web, Apps, Advertising and Printing
- Creative Direction / Art Direction
- POP (Point of Purchase) material. Editorial, Corporate Image Signal and Graphic Production
- Web / Digital, Social Media & Digital Marketing

Ausgang Studio Clients:

COMPANIES// Abertis / Agfa / Alfa Romeo / Audi / Bacardi / Banc Sabadell / BMW / Caixa Girona / Caixa Laietana / Caja España / Celler Can Roca / Chopard / Coca-Cola / Codorniu / DKV / Dolce Hotel Sitges / DowXLA / Endesa / Ferrero Rocher / Ferrovial / General Bikes / Gramona / Hero / Hotel Alexandra / Hotel Condes de Barcelona / Hotel Me / Husa Hoteles / Institut Dexeus / Juve y Camps / L'Atlàntida Sitges / "La Caixa" / Lexus / Manpower / Mapfre / Melià Sitges / Mon Chéri / Mont Blanc / Mutua Madrileña / Natura / Nespresso / Núñez y Navarro / RACC / Renfe / Seat / Telefónica...

PRESS MEDIA// 20 minutos / AVUI / Cadena Ser / Catalunya Ràdio / Diari de Girona / El Comercio / El Correo de Zamora / El Mundo / El Norte de Castilla / El País / El Periódico / El Punt / HOLA! / iCat fm / La Vanguardia / La Verdad / Las Provincias/ m80 radio / Onda Cero / Qué! / RAC 1/ RAC 105 / Sport/ Tel-entrada / TimeOut / TR3SC / TV3...

INSTITUTIONS// Ajuntament de Barcelona / Ajuntament de Llavanes / Ajuntament de Palafrugell / Ajuntament de Sitges / Ayuntamiento de Gijón / Ayuntamiento de Zamora / Ballet Flamenco de Andalucía / Ballet Flamenco Sara Baras / Caja España Obra Social / Diputació de Valencia / Ferrocarrils de la Generalitat / Fundació Caixa Girona / Galicia Destino Atlántico / Generalitat de Catalunya / Institut de Cultura (Barcelona) / Institut de Promoció Econòmica de Palafrugell / Ministerio de Cultura de España / Región de Murcia / Transportes Metropolitanos de Barcelona..

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2015 – 2022: **Creative Director / Consulting** / VAV GROUP (Group of Broadcast Services Companies) Madrid SPAIN / Abu Dhabi UNITED ARAB EMIRATES | www.vavgroup.es

- Corporate Branding Design & Refresh
- Responsible for management of Corporate Communication
- Image coordination at Fairs and Exhibitions venues in Madrid/ Lisbon/ Abu Dhabi/ Saudi Arabia | www.cabsat.com
- Launch of the VAV Audiovisual business line (Madrid)
- Launch of the VAV Digital business line (Saudi Arabia)
- Responsible for the image and Communication with the Joint Venture partners Eikonos (Barcelona), Toboggan (Madrid) and Fractal (Madrid)
- Responsible for the "Look & Feel" of OTT and Streaming platform services

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2016 – 2017: **Communication Director / Consulting** / Festivals of the City of Buenos Aires / Gobierno de la Ciudad de Buenos Aires / ARGENTINA www.festivales.buenosaires.gob.ar

- Responsible for brands development, positioning and growth
- Supplier management, project coordination managing a team of + 40 full time employees (creatives, web-designers, developers, photographers, video specialists and producers)
- Responsible for managing relations with local and international press media
- Final editor in charge of communication plans and 360° campaign design
- Coordinator and monitor for the application of graphic systems (indoors and outdoors)
- Social WIFI / Data capture platform

- In charge of the development of reports to the Minister of Culture
- Key representative in meetings with the authorities of the Culture
- Corporate image signal design for the festival theaters and concert halls

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2016 – 2017: **Communication Director & Consultant** / Usina del Arte Cultural Center/
Gobierno de la Ciudad de Buenos Aires / ARGENTINA www.buenosaires.gob.ar/usinadelarte

- Creative direction in charge of the re-branding
- Supplier management, project coordination and team lead
- Responsible for the creation and application of multiple budgets
- Create data targeted activities using the databases for the city, based on citizen's pre-defined cultural profile
- Management of relationships with different media and journalists.
- Community management coordination
- Design and development of corporate image signal for the center
- Coordination of special events like "the night of the Museums" at La Usina del Arte
- Responsible for configuring reports for the Minister of Culture
- Key representative in meetings with authorities of the Ministry of Culture

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2003 – 20013: **Senior Art Director** / Festival Mil·lenni / Barcelona SPAIN / www.festival-millenni.com

- Responsible for the integral image of the festival during more than 10 years
- Creative Direction | Art direction
- Corporate Identity: Brand Design (Annual Logo Re-Design)
- Promotional Pieces: point of purchase material, flyers, banners, brochures
- Graphic Production and creation of the art originals for printing
- Editorial: Development of brochures, catalogs, books, magazines, memoirs and institutional balance sheets
- Advertising: Design of graphic press media, newsletters, e-mail marketing pieces
- Corporate image signals for the festival theaters and concert halls

Featured artists of the Festival Mil.lenni: Woody Allen, Gilberto Gil, Roger Hodgson, Emir Kusturika, Kevin Costner, Michael Nyman, Patti Smith, Benjamin Biolay, Michael Bolton, Camille, Jane Birkin, Goran Bregovic, Gotan Project, Joss Stone, Anthony & the Johnsons...

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2002 – 20013: **Senior Creative Director** / ConcertStudio / Barcelona SPAIN/ www.concertstudio.com

Responsible for the end-to-end image design and implementation of one of the three most important Music Production Agencies in Barcelona. Tours and presentations for great figures of music such as The Beach Boys, Sara Baras & José Carreras, Rufus Wainwright, Janet Jackson, Kiri Te Kanawa, Rapahel, David Bisbal, Luz Casal and many others.

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2008 – 2011: **Director de Arte Senior** / Festival Jardins de Cap Roig / Girona SPAIN www.caproigfestival.com

Design and development of the creativity of the festival.

Features Artists: Sting, Caetano Veloso, BB King, Tom Jones, Julio Iglesias, Liza Minnelli, The Beach Boys, Chales Aznavour, Sinéad O'Connor, Anastasia, Chic, UB40, Jamie Cullum

Education

Universidad de Belgrano UB/ Buenos Aires ARGENTINA

Graphic Design

Medal to the "Student with the best academic aptitudes"

Universidad de Barcelona UB/ Barcelona SPAIN

Business Management (3 years)

La Salle Bonanova/ Barcelona SPAIN

Bachelor of Sciences

Languages

Spanish 

Catalan 

English 

French 