

JORGE EDO

CREATIVE AV DIRECTOR



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As the Director of the audiovisual department at one of the world's most innovative universities, I bring over a decade of multifaceted experience spanning diverse domains like design, production, and digital technology. My expertise extends to leading projects and overseeing teams primarily focused on brand design, educational materials, and digital product conceptualization. Throughout my career, I have demonstrated exceptional proficiency in project management, guiding every phase of development, from creative brainstorming and instructional design to production and meticulous post-production execution.

PROFESSIONAL EXPERIENCE

- **CREATIVE AV DIRECTOR AT IE UNIVERSITY** > Sep. 2022
 - Lead the audiovisual team in the creation of 20+ educational projects for IE Digital Learning and IE Lifelong Learning.
 - Created and developed the visual profile of IE Ed-Tech materials, working with clients such as Saudi Aramco, STC and Inditex with 1000+ executive students each.
- **AV PROJECT MANAGER AT IE UNIVERSITY** Nov. 2017 - Sep. 2022
 - Managed production and post-production teams, collaborating with multiple clients such as Amazon, the United Nations, Banco Santander, and Capital Vision.
 - Applied innovative audiovisual techniques and trends to eLearning materials, developing supervising, and creating prototypes based on video, animations, VR, scriptwriting, marketing, etc.
- **MULTIDISCIPLINARY FREELANCER** Jan. 2016 - Nov. 2017
 - Managed the art direction for Gestiona and Obralia with major clients in the construction and energy industries such as Acciona, Endesa, Sacyr, and FCC.
 - Headed editorial and digital design for Unstoppable Entertainment UK.
 - Coordinated as a photographer for *Big Fish Global* on projects like "Inside Out Project" by JR, "Casa Decor" 2017 & 2018, "10 Personas 10" by Chocron Joyeros.
- **ART DIRECTOR ASSISTANT FOR AD-VALUE S.A.** Jun. 2015 - Jan. 2016
 - Collaborated closely with the art director on 15+ multidisciplinary projects.
 - Developed relationships with international clients like H. J. Heinz, NH Hotels, Asia Garden, Risi SA, and Orlando Spain.

EDUCATION

- **2016-2017**
International Master in Visual & Digital Media
Graded 3,5/4 & Award for Best Final Group Project
IE HST School, Madrid, Spain
- **2010-2014**
Bachelor in Fine Arts
Graded 8,5/10
UCM, Madrid, Spain
- **Erasmus: Plastic Arts**
Graded 9,5/10
University Paris 8, Paris, France

SKILLS

LANGUAGES

Fluent in Spanish, English & French

TEAM MANAGEMENT

DIRECTION/PRODUCTION

POST-PRODUCTION

FINAL CUT/PREMIERE/AFTER EFFECTS

EDITORIAL DESIGN

INDESIGN/PHOTOSHOP

DIGITAL DESIGN

ILLUSTRATOR/FIGMA

CREATIVE DIRECTION

CONTENT/INSTRUCTIONAL DESIGN

DATA ANALYSIS

EXCEL/PYTHON

ENTREPRENEURSHIP

Hysteria 1518
(Music, 2018)
Goiri Photography
(Wedding photography, 2017)
Espacio Matrioska
(Cultural, 2014)
Noiserippers
(Music, 2013)

CHIEF DESIGNER

TEDxIEMadrid,
2017, 2018, & 2019

ART EXHIBITION

Paris 8 (Paris, 2013)

CERTIFICATIONS

2019
Digital Marketing, Social Media, and Analytics: High Impact Online Program
IE University

2021
Datascience Bootcamp
Data Analytics Specialization
IE University