

JORGE EDO

TEAM DIRECTOR



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Director of the Audiovisual Department at one of the world's most innovative universities, with over a decade of experience across design, production, and digital technology. I have led multidisciplinary teams and projects in brand design, educational content, and digital product development, consistently bridging creativity and technology. My professional strength lies in anticipating trends and translating opportunities into concrete projects, drawing on my experience analyzing the future of education and the ways technology is reshaping how it is consumed.

PROFESSIONAL EXPERIENCE

- TEAM 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
 - Headed editorial and digital design for Unstoppable Entertainment UK.
 - Coordinated as a photographer for *Big Fish Global* on projects collaborating with JR, Casa Decor, Chocron Joyeros, etc. and lead the photography team for events.
 - Managed the art direction for Gestiona and Obralia with major clients in the construction and energy industries such as Acciona, Endesa, Sacyr, and FCC.
- ART DIRECTOR ASSISTANT FOR AD-VALUE S.A.** Jun. 2015 - Jan. 2016
 - Collaborated closely with the art director on 15+ projects.
 - Developed relationships with international clients like H. J. Heinz, NH Hotels, Asia Garden, Risi SA, and Orlando Spain.

EDUCATION

- 2024-2026**
Executive MBA
On going
IE Business School, Madrid, Spain
- 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
UCM, Madrid, Spain
- Erasmus: Plastic Arts**
University Paris 8, Paris, France

SKILLS

LANGUAGES

Fluent in Spanish/English/French

STRATEGIC INNOVATION

FORESIGHT / BUSINESS DESIGN

DIGITAL TRANSFORMATION

CHANGE MANAGEMENT / EMERGING TECH

VIDEO PRODUCTION

DIRECTION / SHOOTING / EDIT

DIGITAL DESIGN

FIGMA / ADOBE SUITE

LEADERSHIP & COACHING

CREATIVE DIRECTION / MENTORING

STORYTELLING

COMMUNICATION / NARRATIVES

AI TOOLS

PROMPTING / AUTOMATION

ANALYTICS & INSIGHTS

EXCEL / PYTHON / VISUALIZATION

ENTREPRENEURSHIP & MORE

Entrepreneurship

- Hysteria 1518
(Music collective, 2018)
- Goiri Photography
(Photography, 2017)
- Espacio Matrioska
(Cultural association, 2014)
- Noiserippers
(Music, 2013)

Collaborations

- TEDxIE
(Chief design, 2018 & 2019)
- Jorge Edo Art Exhibition
(Paris, 2013)

Certifications

- Digital Marketing, Social Networks and Analytics
(IE University, 2019)
- Datascience Bootcamp
(IE University, 2021)