Art Director & Designer

Barcelona - Spain

WILL ARAYA

curiosity / imagination / ideas / craft

DUMB STUDIO / THE CREATIVE UNIVERSE

Will is the art director. Dumb is my creative alter ego: a space for ideas, experiments and the desire to make things well.

PROFILE

A curious mind.
A precise maker.

Art Director and multidisciplinary designer based in Barcelona, with a creative practice since 2008. I connect art direction, graphic and presentation design, high-end retouching and AI image creation, from concept to finished work.

PRACTICE

Art Direction

Concept, composition and visual direction.

High-End Retouching

Compositing, colour, light and image finishing.

AI Image Creation

Directed exploration, selection and refinement.

Graphic Design

Identity, typography and visual systems.

Presentation Design

Narrative, visual hierarchy and slide design.

will.araya@me.com

willaraya.com

LinkedIn

Experience.

Dumb Studio

2019 - Present

Founder & Head of Art / Art Director & Designer

Develop visual concepts and produce graphic design, presentations and finished imagery through an independent multidisciplinary studio.

Combine composition, typography and layout with image compositing, colour, light and retouching.

Provided design and retouching services for Scopely over the past two years.

Srta. Templeton S.L

Jul 2018 - Oct 2019

Principal Art Director

ContrapuntoBBDO

Feb 2018 - Jun 2018

Freelance Art Director

Ogilvy & Mather

Sep 2016 - Feb 2018

Art Director

Trajectory & toolkit.

Sandwich Advertising Agency / Art Director Apr 2015 - Nov 2015

Art direction for new projects and pitches.

Independent freelance practice / Freelance Art Director Jan 2015 - Oct 2015

Art direction, photography, illustration and design.

Los Quiltros / Senior Art Director Jul 2011 - Feb 2015

Unitas/RNL / Art Director Jul 2008 - Jul 2011

Agencia Out / Art Direction Intern / Junior Art Director Oct 2008 - Jul 2009

Joined as an art direction intern and continued as a Junior Art Director after completing the internship.

SELECTED WORK / BRANDS, COLLABORATORS & TITLES

Naturgy / Pepe Jeans London / Washaby / women’secret / Ajuntament de Rubí / Santander / Alícia / Hackett London / La Salle / Tailored Perfumes / Maugot
Scopely / BBDO / TheCreative / Proximity Barcelona
MONOPOLY GO! / MARVEL Strike Force / Stumble Guys / WWE / SBK Motul

TOOLS

Photoshop / Illustrator / InDesign / Lightroom / Keynote / Google Slides / Microsoft PowerPoint

EDUCATION & LANGUAGES

Duoc UC / Advertising, 2003 - 2007 | FotoDesign Barcelona / Photography, 2015
Spanish: native or bilingual proficiency | English
