

ARÁNZAZU MORENO

ART DIRECTOR INTERNATIONAL EXPERIENCE LUXURY & ART

ARANZAZU_MORENO@YAHOO.ES +41 76 78 414 78 SWISS & SPANISH NATIONALITY WWW.LINKEDIN.COM/IN/AMORENOBERRIOCHOA

Creative professional with 15+ years in luxury, retail and fragrance. Driven by a passion for design, I have built a career that spans interior design, advertising, product design, fashion and creative innovation. My curiosity and dedication have enabled me to pursue a fulfilling path, achieving my dreams while forging meaningful relationships within these dynamic industries.

WORK EXPERIENCE

2025-2026 Season

VILLA FREUNDLER

CHARGÉE DES WORKSHOPS ARTISTIQUES

- Designed and facilitated bespoke artistic workshops for luxury and cultural clients, integrating nature and art as inspiration to guide participants in porcelain creation and creative writing, fostering unique, immersive creative experiences.

HEAD OF BRAND EXPERIENCE

STOJAN OFFICE LAB STUDIOS 2020-2025

Concept & Visual Merchansising HERMÈS H08 Model

- Developed conceptual sketches and creative directions for the Hermès H08 model, guiding 3D artists and production teams to deliver a design visi on rooted in craftsmanship and precision.
- Translated global design concepts (grained textured dial, cushion shapes) into tangible display and design elements dial, ensuring consistency across visual merchandising and product showcases.

Visual & Trade marketing BVLGARI PARFUMS

- Developed and delivered global visual merchandising guidelines for seasonal concepts (e.g., Chinese New Year, Mother's Day) ensuring cross-market consistency and driving seasonal sales growth of 10-15%.
- Partnered with Trade Marketing teams to design and execute in-store animations, product scenography, window displays, and POS materials for 20+ international product launches across major franchises (Omnia, Goldea, Bulgari Man, Le Gemme, Petits & Mamans).
- Supported fit-outs for product launches, trade shows, and in-store VIP events while collaborating with cross-functional build brand storytelling across displays and digital campaigns, strengthening product visibility and customer engagement.

Retail Merchandising & Brand Experience Design ROLEX

- Led the design and end-to-end production of luxury display objects and merchandising tools, from prototyping to supplier management, enriching brand storytelling and showcasing the heritage of each timepiece with the highest quality standards.

DEPUTY DESIGNER

Roberto Diz 2005 - 2006

Accessories & Visual Concept BARCELONA FASHION WEEK

- Conceptualized and produced accessories, translating the collection's vision into tangible pieces.
- Designed graphic imagery, scenography, and staging to create a compelling, immersive presentation.
- Ensured a cohesive and refined display tools, highlighting craftsmanship and attention to detail.

RED CROSS GENEVA

Design x Women's Rights

- Interior design and decoration of a social housing unit located in Grange Canal, intended to provide temporary accommodation for women in difficulty. Coordinated and led cross-functional teams.

ANTIATOMS

Experimental Design Brand

SKILLS

CORE

Creative thinker with proven experience in luxury, fashion, art, and design, skilled at translating artistic vision into strategic, results-driven projects on an international scale

- Creative Visual Merchandising
- Execution of high-quality store and window displays
- Knowledge and love of luxury, fashion, art, and design
- Mastering digital & design tools
- Plan and implementation of store fit-outs efficiently
- Communication & Teamwork, guiding teams and collaborating across functions

SOFT

- Creative mindset - Problem solving
- Collaborative approach
- Work Independently
- Cross-cultural sensitivity
- Self-motivated
- Very good communication skills
- Sensitivity for luxury, fashion, art and design
- Interpersonal skills
- Team player

TECHNICAL

- Adobe Software - Photoshop - InDesign - Illustrator
- After Effects - Premiere
- Sketch - Up
- Hand-drawing
- Procreate
- MS 365 - Teams - Word - Excel - PowerPoint Outlook -

LANGUAGES

- English C1
- French C1
- Spanish Mother tongue
- Italian A2
- Portuguese

EDUCATION

Universidad Complutense de Madrid
MASTER IN ADVERTISING & PR

Istituto Europeo di Design
FASHION DESIGN

University of the Arts London
SURFACE DESIGN

GOYMAR MADRID
EXPERT IN COSTUME DESIGN

Universidad Miguel de Cervantes
CAS IN MANAGEMENT CULTURAL & CREATIVE INDUSTRIES

Universidad Complutense de Madrid
CAS IN ART & COMMUNICATION