# Mariana Ortega Cárdenas

AI Creative Director · Creative Technologist

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Creative Director who designs and ships AI-powered creative systems. Created Smart Branding at The Digital 7: brand systems with a client Brand Hub and an automated video editing pipeline, where technology scales production and designers keep the final say. Directs AI-assisted product development end to end (The Clarity Protocol platform and CMS, the TD7 portfolio and its admin) using Claude Code and multi-agent workflows. 10+ years of brand and art direction for Real Madrid CF, Miravia (Alibaba Group), Apple, Samsung and Nvidia.

## SKILLS

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| AI | Generative AI for Creative Production, AI-assisted Design and Development, Prompt Design, Multi-agent AI Workflows, AI Image Generation, Design Automation, Video Automation and Templates, Human-in-the-loop Creative Review |
| PRODUCT | Product Vision and Roadmap, UX Architecture, Information Architecture, Custom No-code CMS, Rapid Prototyping, SaaS, Sprint Planning |
| BRAND | Creative Direction, Art Direction, Brand Systems, Brand Identity, Design Systems, Campaign Design |
| TOOLS | Figma and Figma API, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Claude and Claude Code, ChatGPT and OpenAI API, Gemini and Gemini API, Nano Banana, Magnific, Final Cut Pro, CapCut, Canva, Squarespace, Next.js, React, Node.js, Supabase, Git and GitHub, Figma plugin development |

## EXPERIENCE

SEP 2026 — NOV 2026
Madrid

### Brand Lab Director
The Digital 7 (TD7)

- Led the brand practice of a digital consultancy with labs in business, product, data, brand and content.
- Brought Smart Branding, my own approach to brand systems, to TD7: each client gets a Brand Hub to see campaigns, review the content calendar and approve every piece before it goes out.
- Built an automated video editing system with preloaded effects and human-designed templates, so each video needs only small adjustments.
- Designed and built the agency portfolio (projects.thedigital7.com) with Claude Design and Claude Code, including a bilingual content admin with preview and Google Sheets import.
- Led brand strategy, visual identity and creative direction across client projects.

JAN 2021 — PRESENT
Madrid (remote)

### Founder and Creative Director
JNPR Club / JNPR Labs

- Independent studio turning founders' and growing businesses' ideas into distinctive brands: strategy, visual identity, brand systems and guidelines from discovery to delivery.
- Design websites, landing pages, campaigns, pitch decks and social content across industries.
- Through JNPR Labs, build AI-assisted creative and product workflows, and websites clients own and edit themselves outside site builders, with no monthly fees.

APR 2025 — PRESENT
Remote

### Creative Director and Product Lead
The Clarity Protocol (UK)

- Turning an evidence-based nutrition and wellbeing brand into a scalable digital product.
- Define product vision, roadmap and feature priorities.
- Lead UX architecture for the public platform and a custom no-code CMS, backed by a scalable design system.
- Direct AI-assisted development of the platform, from technical architecture to sprint planning.

JUN 2026 — SEP 2026
Madrid (hybrid)

### Senior Creative Designer
Realnaut, for Proeduca (UNIR, MIU) via Axpe Consulting

- Designed digital experiences and visual assets for MIU across multiple touchpoints and supported design initiatives for UNIR.
- Worked with the Innovation Team and with marketing, product and development on new products and user experiences.

AUG 2025 — MAY 2026
Madrid

### Brand Designer
AIM Sport

- Developed visual resources, guidelines and mockups for Real Madrid CF and the Santiago Bernabéu Stadium.
- Created brand and sponsorship mockups for Atlético de Madrid, Olympique Lyonnais, Olympique de Marseille, FIFA Women's World Cup, NFL, Heineken and Nestlé, and branding proposals for commercial activations.

AUG 2024 — MAR 2025
Madrid (hybrid)

### Visual Designer, Brand and Campaigns
Miravia (Alibaba Group), via General Software

- Drove the evolution of the visual identity and digital brand of Alibaba's European e-commerce platform.
- Produced campaign, marketing and monetisation assets, UX/UI for web and app, and catalogue assets for partner brands.
- Delivered creative for Apple, Samsung, Nvidia, Lego, P&G, Maybelline, NYX, Colgate and Motorola.

MAY 2022 — JUL 2024
Madrid (hybrid)

### Creative Director
Oktopus Ideas Lab

- Led a multidisciplinary creative team across graphic design, web, audiovisual and editorial.
- Directed brand identity and campaign proposals and oversaw creative quality across every deliverable.
- Long-term clients included Baïa, Fitz Club, Vandido, Bonded Club, Virtual Arena, Morris Club, Fortuny, Rives and Popeyes.

## EARLIER EXPERIENCE

Creative Director and Brand Strategist (freelance), Paralelo Estudio · Noomad Life (co-founder) · The O Creative Studio (Jan 2025 — Aug 2025) · Set Design Director (freelance), TV commercials (2021 — 2025) · Visual Director, Albateg (Mar 2022 — Jun 2023) · Senior Graphic Designer, Umpalumpeando (Jul 2020 — Jul 2022) · Creative Direction Intern, The Ad. Boutique, Mexico City (2019): creative proposals for Le Labo, Bvlgari, Crayola and Suburbia · Junior Graphic Designer, EstiloDF (2018—2019) · Creative Assistant, Camomilla (2016): led the fashion label's rebrand and live runway show.

## EDUCATION

UNIVERSIDAD ANÁHUAC MÉXICO
Graphic Design and Mass Media Communication · 2014—2019 (coursework completed)

ESDES BUSINESS SCHOOL, UCLY · LYON, FRANCE
Exchange programme in Communication and Marketing · 2018—2019

## LANGUAGES

Spanish (native) · English (C2; TOEFL, Cambridge TKT) · French (A1)