



# Guido Fusetti

Head of Art • Graphic Artist • Illustrator • Designer • Art Director  
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## SKILLS

### creativity

Guido is a versatile creative professional whose career spans from Art Director and Designer to Head of Art, showcasing his dedication to visual storytelling and innovation. His journey began in the dynamic advertising world, where he developed a keen eye for detail and a passion for creating visual narratives. As he progressed through various roles, Guido's ability to blend creativity with strategic thinking plus graphic design and a bit of whim set him apart, leading to his Head of Art era. In this role, he continues to inspire and mentor emerging talents, overseeing forward-thinking projects that redefine contemporary design.

### pleasure

There is nothing that I enjoy the most than creating. From design to ideas to art to drawings, etc. I love to sit in front of my computer or a piece of paper to design, to try things, to do what I know how to do but mostly to create something that I haven't done before.

### software

MacOs, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Adobe InDesign, Cinema 4D, Microsoft Office, PowerPoint, Keynote, etc.

### creative skills

Graphic Design, Art Direction, Illustration, Branding, Advertising

### languages

Fluent in English. Native Spanish

## EXPERIENCE

Over 18 years of experience in leading design and advertising projects for global brands such as Popeyes, Philadelphia cream Cheese, Michelob Ultra, Stella Artois, Vital Farms, Welch's, Ford, Mc Donald's, Disney, Renault, Telecom, Burger King, HSBC, Shell, Volvo, Knorr, Unilever, Sprite, Cadbury, Gillette, Head & Shoulders, Play-Doh, Walmart, State Farm, Buchanan's, Diesel, Coca-Cola and more. Proven track record in creating award-winning campaigns and innovative marketing strategies.

### GUT Miami 2020 - PRESENT

Head of Art

CLIENTS: Popeyes, Philadelphia Cream Cheese, Sixt, Vital Farms, Tim Hortons, etc.

### Freelance 2018 - 2020

Art Counselor - Designer - Art Director

### Alma DDB 2013 - 2018

Creative Director

CLIENTS: McDonald's, State Farm, Buchanan's, Clorox, Play-Doh, etc.

### Freelance 2012 - 2013

Art Counselor - Designer - Creative

CLIENTS: Draft FCB Mexico, Coupé Bs As, David Argentina, Furia Bs As, Ogilvy Argentina, Juan Salvarredy Foto, Government of the Autonomous City of Buenos Aires, Tetra Pak, etc.

### Santo Bs.As. 2011 - 2012

Art Counselor

CLIENTS: DIESEL, Coca Cola, Telecom, Arnet, Personal, etc.

### Del Campo Nazca Saatchi & Saatchi 2010 - 2011

Art Counselor

CLIENTS: Sprite, BGH Air Conditioners, Beldent, etc.

### JWT Argentina 2002 - 2009

Art Director - Sr. Art Director

CLIENTS: Ford, Aerolineas Argentinas, Frigor, Shell, Volvo, Knorr, etc.

### Agulla & Baccetti 2000 - 2002

Art Director

CLIENTS: Renault, Telecom, Burger King, etc.

### Pari Renault 1999 - 2000

Art Director

### Disney Argentina 1998 - 1999

Freelance Designer

### Pari Renault 1997 - 1998

Jr. Art Director

### Mollá & Mollá 1996 - 1997

Intern

## RECOGNITIONS



## EDUCATION

University of El Salvador • Argentina  
Escuela Superior de Creativos Publicitarios • Argentina

## REFERRALS

Lots.  
Upon request.