

**Plácido Salazar is a multidisciplinary designer
with over a decade of experience in brand design,
brand strategy and product design.**

*Currently freelancing in brand & product design.

Freelancer

Brand & product designer

2024—Present

Designing brand systems and digital products for startups and established companies. Focus on aligning business strategy, design, and technology.

14 DDB

Brand & product designer

2019—2023

Led design for SEAT and CUPRA, developing scalable brand systems to support product launches. Headed the North Star innovation team, conceptualizing future digital platforms and mobility solutions. Partnered with C-level stakeholders to embed design strategy into business transformation.

Brands: CUPRA & SEAT.

Pixel & Pixel

Art director / designer

2017—2019

Directed creative concepts and campaigns. Developed digital-first work combining branding, motion, and product storytelling.

Brands: Netflix, Adidas, PlayStation, Samsung, Mazda, Mercedes-Benz, Havaianas.

Freelancer

Art director / designer

2011—2017

Created campaigns and branding for global brands.

Brands: Adidas, LEGO, Nike, Red Bull, Samsung, Disney, Lancia, Moët & Chandon, Nokia, Lionsgate.

SYZGY London

Senior visual designer

2010—2011

Designed digital products and campaigns.

Brands: Mazda, Allianz, Barclays Wealth.

Grey

Senior art director

2009—2010

Developed creative direction and digital campaigns.

Brands: SEAT.

Education

Specialized Arts High School Program – Graphic Design
Eartvic | Escola d'Art de Vic (Barcelona)

Contact

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