

DIEGO SAENZ

CREATIVE DIRECTOR WHO BUILDS

14+ years leading teams, winning accounts, and delivering award-winning work for brands like Disney, YETI, and Kraft. One of the few creative leaders actively building with AI, not just talking about it. From strategy to design to code, I make teams faster and work sharper.

AUSTIN, TX

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ITSMEDIEGO.COM

Creative & Strategy

Brand Identity / Art Direction / Creative Strategy
/ Concept Development / Storytelling / Creative
Direction / B2B / B2C

AI & Tech-Driven Design

Claude / Cursor / React / Gemini / Hailuo
/ Adobe Creative Suite / Figma / Frame.io
/ Vercel / SupaBase

Leadership & Management

Team Building / Creative Mentoring / Project
Management / Cross-Functional Collaboration
/ New Business Development

ANA Multicultural Marketing Awards
Bronze, Digital Experience (Kraft 2024)

Milwaukee Institute of Art & Design
BFA / Communication Design

Harvia | Creative Director

2025 – Present

- Oversee agency partnerships and final approval on all content from external partners, influencers, and designers
- Lead complete brand audit and refresh for Almost Heaven, modernizing visual identity and elevating market positioning
- Direct new product photography and video shoots, shaping how the brand shows up across all channels
- Built a React-based app using Gemini for fast-paced asset creation and high-control product photography.

Media.Monks | Creative Director

2023 — 2024

- Led creative vision and execution for Disneylandia 2025 campaign: culturally resonant, strategically driven storytelling
- Creative leader across Kraft, T-Mobile, Capital One, and Disneyland campaigns
- Key role in new business, contributing to major pitches including Wells Fargo/ Visa World Cup 2026

Crispin | Associate Creative Director

2022 — 2023

- Creative lead for complete rebranding of Buchanan's Whisky, overseeing strategy, design, and brand evolution at a global level
- Spearheaded relaunch and developed integrated campaigns for new and existing whisky products
- Won multiple new business pitches, securing Dropbox and Plackers

GSD&M | Associate Creative Director

2021 — 2022

- Led integrated work across social, TV, OLV, B2B, and B2C, ensuring cohesive brand messaging for Tyson Chicken, Lone River Spirits and Fruit of the Loom
- Creative lead on new business pitches, helping win the Lone River Spirits and Fruit of the Loom accounts

YETI Coolers | Associate Creative Director

2020 — 2021

- Concepted, presented, and executed national campaigns for new product launches, hands-on from ideation through every final asset
- Brought motorcycle and motorsports expertise to help the brand expand into new pursuit categories
- Led social content strategy and ambassador partnerships, driving significant engagement and audience growth

HAVAS | Associate Creative Director

2017 — 2020

- Concepted, crafted, and produced social content for Moen, hands-on from strategy through final execution
- Produced and launched video series for RJR Reynolds (Camel) that drove consumer engagement and product purchasing via their content hub
- Led all digital and print deliverables across Moen, RJ Reynolds and Michelin