

Carolina Vázquez, Lead Designer & Art Director from Argentina, currently based in Amsterdam.

About me



Carolina Vázquez

Lead Designer & Art Director

Argentinian Designer and Art Director based in Amsterdam, specializing in visual identities and design systems. My background in advertising has shaped how I approach every project, both creatively and strategically, with work recognized at Cannes Lions. Currently leading projects and teams at &Walsh.

Education

FADU

Degree in Graphic Design
Universidad de Buenos Aires

Cambridge

English Advanced Level
Cambridge Exams

Awards

2× Grand Prix

Cannes Lions | Gut Agency

6× Gold

Cannes Lions | Gut Agency

4× Silver

Cannes Lions | Gut Agency

3× Bronze

Cannes Lions | Gut Agency

Agency of the Year

Gut Agency

Experience

&Walsh

Present

Lead Designer

Leading creative direction and design execution across brand identity and campaign work.

72&Sunny

2025

Senior Designer

Developed brand identity and campaign design across print, digital, and OOH.

Freelance

2024 – 2025

Senior Designer

Delivered branding, identity, and campaign design work for independent clients.

Gut Agency

2021 – 2024

Midlevel to Senior Designer

Contributed to award-winning campaigns recognized at Cannes Lions: 2× Grand Prix, 6× Gold, 4× Silver, 3× Bronze.

Leo Burnett

2019 – 2021

Junior to Midlevel Designer

Designed across print, digital, and OOH campaigns.

Estudio Upper

2018 – 2019

Junior Designer

Supported design and branding projects, developing foundational skills in visual identity and campaign design.

Skills

Creative direction

Visual identity

Branding

Rebranding

Conceptual thinking

Strategic thinking

Team leadership

Creative mentorship

Design disciplines

Print

Out-of-home

Digital campaigns

Brand identity systems

Design systems

Languages

Spanish — Native

English — Advanced