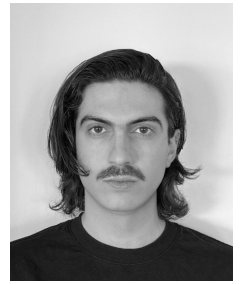


JUN ORTEGA

Art Director

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Born in Madrid, ES in 1994
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01/02

BASED IN MADRID, OPEN TO RELOCATION

01 PROFILE

Art director working in fashion image across campaigns, social content, e-commerce and shows, with styling at the core. Takes projects from concept and casting through shoot and post-production. Previously Balenciaga, PRODUCTS (now UNIFORM), YZY and Evade House.

02 WORK EXPERIENCE

ART DIRECTOR – EVADE HOUSE

2025–2026 · Madrid, ES

- Art directed and styled campaign, content and e-commerce shoots; shot and retouched the e-commerce imagery.
- Styled looks for talent the house works with; visual team for the MANEVA 007 collection show.
- Conceived and delivered the Valentine's Day campaign and the campaign for the store opening.
- Defined the brand's social media strategy and created music videos and art projects with collaborators.

STUDIO ART DIRECTOR – PRODUCTS (NOW UNIFORM)

2023–2025 · Paris, FR

- Right hand to creative director Betsy Johnson, art directing the HARDDRESSING universe from concept to delivery across exhibition, catalogues and campaigns.
- Oversaw visual research, design and production for printed matter (catalogues, brochures, instruction booklets) and digital assets (social content, motion pieces, livestreams).
- Worked on the visual identity of Shayne Oliver Group, including its Instagram grid system.
- Managed teams and external collaborators including stylists, photographers and VIP talent, coordinating casting, seeding and timelines.
- Assisted Betsy Johnson on the styling of Rombaut's first runway show, SS25.

SOCIAL MEDIA CONTRIBUTOR – BALENCIAGA

2019–2025 · Paris, FR

- Developed and edited social-first video content and stills for Instagram, TikTok and Snapchat, including AR filters and experimental "leaked" campaign material.
- Created backstage content for the film shot by Mau Morgo in front of Balenciaga's George V building.
- Work selected for the Balenciaga Instagram retrospective of Demna's ten years at the house, 2025.
- Contributed to content strategy through visual research, moodboards and reference gathering.

CREATIVE COLLABORATOR – KARIN WESTERLUND

2021–2025 · Paris, FR

- Backstage beauty photography, video and retouching for Acne Studios shows.
- Collaborated on exhibitions, catalogues and visual identities for independent art and fashion projects.
- Supported photography, video and bookmaking across self-published and gallery formats.

CURRICULUM VITAE

UPDATED 09/26

GRAPHIC DESIGNER – YZY

2023 · Paris, FR

- › Designed diagrams, AI-driven imagery and layouts for YZY Pods and H1 2024 development documentation.
- › Produced rollout graphics and printed matter for IDs, lanyards, wristbands and event collateral.

Selected other work: Coeval Magazine (self-initiated editorial) · Je Suis Casting (proposing talent for Franziska Bachofen-Echt, who casts for Balenciaga) · Ludovic de Saint Sernin (SS24 show film edit) · Office Magazine (cover retouching) · British Vogue (video edits) · Calvin Klein (set design assistant to Christian Feltham).

03 EDUCATION

MA Motion Graphics – Trazos · 2021–2022 · Madrid, ES

BFA Fine Arts – Gerrit Rietveld Academie · 2017–2021 · Amsterdam, NL

BS Psychology – Universidad Francisco de Vitoria · 2013–2017 · Madrid, ES

04 SKILLS

Programs // Operating Systems - Proficient

Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Cinema 4D, Redshift, Ableton Live, RunwayML, Stable Diffusion.

Creative // Technical

Art direction; Styling; Casting; Photography; Retouching; Concept development; Visual research; Campaign rollout; Content production; Graphic design and layout; Motion graphics; Production oversight; Editorial copywriting.

Interpersonal

Dynamic and well-organised; capable of working under pressure and tight deadlines; clear communicator, sociable and proactive; confident when leading and collaborating with teams.

05 LANGUAGES

Spanish native

English fluent

French fluent

06 MAIN PERSONAL INTERESTS

Contemporary art exhibitions and archives

Art publishing and independent magazines

Experimental music and subcultures

Contemporary cinema and visual essays

Walking practices and urban observation