



Xavier Caballe

Fashion Creative / Art Direction

Manchester, UK

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Fluent)

Italian (Basic)

Catalan (Native)

Spanish (Native)

French (Basic)

About

My involvement in fashion campaign production projects has nurtured my passion in both design and fashion through photography and concept creation. My main responsibilities consist on organising photoshoots abroad, liaising with external resources respectively and ensuring the projects are delivered on time. Besides my full time job, I also have an agenda for freelance projects with current clients, or travelling to different places and meeting with other designers and artists gives me inspiration for personal projects.

BRANDS WORKED WITH

JD Sports Fashion plc

SkyParlour

THG Studios

Turley

Experience



Senior Creative

THG Studios | Apr 2020 - Now

Development of creative concepts to visually build and art direct 360 campaigns for Luxury division brands MyBag and The Hut. Previous creative and Art direction for MP.com (clothing brand from MyProtein)



Digital Creative

JD Sports Fashion plc | May 2019 - Apr 2020



Junior Digital Creative

JD Sports Fashion plc | Apr 2018 - Jun 2019

Working at JD has given me an opportunity to create my own fashion commercial campaigns for one of their fascia's and also to refine the UX/ UI design for their corporate and careers website. Aside from design tasks, I have also been involved with the production team helping them with location scouting and organising photoshoots abroad for fashion campaign photoshoots.



Designer

SkyParlour | Nov 2016 - Apr 2018

SkyParlour is a Marketing and PR agency based in Manchester. My role in the company is to manage all of the in-house design for the business, as well as providing a full re-brand to improve their image and business performance in attracting new clients. I am currently the one responsible for the design department, which it gives me the responsibility to ensure the brand guidelines is executed within the company.

Graphic Design Assistant

Turley | Sep 2014 - Jul 2015

Education & Training

2013 - 2016 ● The Manchester Metropolitan University

Bachelor's Degree, Graphic Design

2010 - 2012 ● IES Joaquín Bau

Spanish Baccalaureate, Art/Art Studies