

Art Director & Designer

Barcelona - Spain

WILL ARAYA

curiosity / imagination / ideas / craft

DUMB STUDIO / THE CREATIVE UNIVERSE

Will is the art director. Dumb is my creative alter ego: a space for ideas, experiments and the desire to make things well.

The person: Will. The universe: Dumb.

01 / PROFILE

A curious mind.
A precise maker.

I'm Will Araya, an Art Director and multidisciplinary designer based in Barcelona. My practice connects visual thinking and technical craft, from the first concept to the final expression.

02 / PRACTICE

01 Art Direction

Concept, composition and visual direction.

02 High-End Retouching

Compositing, colour, light and image finishing.

03 AI Image Creation

Directed exploration, selection and refinement.

04 Graphic Design

Identity, typography and coherent visual systems.

05 Presentation Design

Narrative, visual hierarchy and slide design.

Experience.

2008 - PRESENT

2019 - Present

Dumb Studio - Spain

Founder & Head of Art

Jul 2018 - Oct 2019

Srta. Templeton S.L - Spain

Principal Art Director

Feb 2018 - Jun 2018

ContrapuntoBBDO - Spain

Freelance Art Director

Sep 2016 - Feb 2018

Ogilvy & Mather - Spain

Art Director

Apr 2015 - Nov 2015

Sandwich Advertising Agency - Spain

Art Director

Jul 2011 - Feb 2015

Los Quiltros - Chile

Senior Art Director

Jul 2008 - Jul 2011

Unitas/RNL - Chile

Art Director

Oct 2008 - Jul 2009

Agencia Out - Chile

Art Direction Intern

03 / RECENT CLIENT COLLABORATION

Scopely / Over the past two years, I have provided design and retouching services for Scopely, a mobile games company.

04 / EDUCATION

Duoc UC

Advertising / 2003 - 2007

FotoDesign Barcelona

Fashion & Advertising Photography / 2015