

José Antonio Plasencia Saavedra

Senior Audiovisual Creative · Creative Producer · Art Direction

Graphic Design · Broadcast TV · Post-production · AI-assisted workflows

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Portfolio

PROFESSIONAL SUMMARY

Senior audiovisual creative, graphic designer and TV producer with 30+ years of experience across broadcast television, advertising, corporate and institutional video, graphic design, art direction, voice-over, editing, post-production and AI-assisted creative workflows.

30+

years of experience

300+

spots produced, edited or voiced

TV

regional broadcast TV

Remote

ready for collaboration

01

Coordination of creative, technical and commercial teams across audiovisual productions.

02

Actor direction, set/studio design, construction supervision and live TV workflows.

03

Hybrid profile: concept, copy, visual design, production, editing, post-production and delivery.

KEY AREAS

Audiovisual creative direction

TV production and live workflows

Art direction and set design

Advertising and institutional video

Graphic design and branding

AI-assisted content workflows

Professional experience

2013 - 2019

Own Production Company

Director, Producer and Commercial Manager

Audiovisual production company: TV programs, advertising, corporate and institutional videos.

Allsport and Viajar en Canarias: production, direction, editing, post-production and commercial management.

Private and institutional clients: proposals, budgets and sales materials.

Coordinated creative, technical and commercial teams, actors, clients and suppliers.

1999 - 2012

Teidevisión Canal 6

Audiovisual Creative Director / Broadcast TV

Creative direction for a regional broadcast TV channel with an average audience of approximately 200,000 viewers.

TV formats, openings, bumpers, graphics, continuity, editing, post-production and visual effects.

Art direction: set/studio design, construction supervision and hands-on production.

300+ advertising spots: direction, production, copywriting, editing, voice-over and actor direction.

Coordinated production, design, editing, voice-over and technical workflows across recorded and live TV programs.

Early career

1998 - 1999

Miralles Publicidad

Graphic Designer

Press ads, magazines, flyers, catalogs, promotional materials and commercial layouts.

1994 - 1997

Radio and Early TV Stage

Producer / Production

Radio program producer after training in radio production and voice-over.

Transitioned into television during the launch and development of Teidevisión Canal 6.

1990 - 1993

APYMEVO / Commercial Association

Graphic Design and Campaigns

Started as a graphic designer; in-company training and multi-year commercial campaigns such as Empresas con corazón.

SELECTED PORTFOLIO

Interactive PDF: click each card to open the video.

01 TEIDEVISIÓN CANAL 6

TV graphics, openings and infographics reel

Broadcast graphics, openings, bumpers, continuity pieces and infographics.

[Watch video](#)

02 INSTITUTIONAL ADVERTISING

Diversaldo spot

Local/commercial advertising piece for La Orotava City Council.

[Watch video](#)

03 LA OROTAVA CITY COUNCIL

30-second institutional spot

30-second advertising spot for an institutional/local campaign.

[Watch video](#)

04 OWN PRODUCTION COMPANY - SPORTS

Allsport

Sports TV program produced by own production company and broadcast on El Día TV.

[Watch video](#)

SELECTED PORTFOLIO II

Interactive PDF: click each card to open the video.

05

TOURISM · TV

Viajar en Canarias

Tourism TV program produced by own production company and broadcast on Teidevisión Canal 6 and Mírame TV.

[Watch video](#)

06

INSTITUTIONAL · TOURISM

Canary Islands routes

Field footage and audiovisual production for tourism and territorial promotion.

[Watch video](#)

07

TV FORMAT TEASER

Cooking program teaser

Gastronomic TV format teaser developed as a program proposal.

[Watch video](#)

08

EDITORIAL · SITGES FILM FESTIVAL

Videobook teaser

Audiovisual piece for a publishing stand at the Sitges Film Festival.

[Watch video](#)

SKILLS

Audiovisual

Creative direction · TV production · Live TV · Editing · Post-production · Broadcast delivery

Art direction

Set/studio design · Construction supervision · Actor direction

Advertising & content

Advertising spots · Copywriting · Corporate video · Institutional video · Spanish voice-over

Graphic design

Branding · Layout · Catalogs · Flyers · Commercial decks · Campaign materials

Management

Institutional clients · Budgets · Proposals · Cross-functional teams · Suppliers

Technology & AI

Adobe · Premiere · After Effects · DaVinci Resolve · Digital Fusion · ChatGPT · Claude · Gemini · Kling · Suno

EDUCATION AND LEARNING

Fine Arts - University of La Laguna: three academic years completed.

Professional and in-company training in graphic design, radio, production, voice-over and television.

Continuous self-directed learning in creative software, web, basic programming and generative AI.

Advanced English.

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