

# José Antonio Plasencia Saavedra

Senior Audiovisual Creative · Creative Producer · Graphic Designer

Tenerife, Spain · Remote-ready · Open to international roles · +34 629 849 200 · info@joseaplasencia.com · joseaplasencia.com/en/

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## PROFESSIONAL PROFILE

Senior audiovisual creative, graphic designer and TV producer with 30+ years of professional experience. End-to-end background across broadcast television, advertising, corporate and institutional video, graphic design, art direction, voice-over, editing and post-production. Able to move a project from concept, script and visual identity through production, client management, delivery and broadcast-ready output. Experienced coordinating creative, technical and commercial teams across audiovisual productions. Remote-ready and open to international opportunities.

## CORE SKILLS

- Creative direction, broadcast TV production, video editing, post-production, motion graphics and creative/technical team coordination.
- Graphic design, branding, layout, campaign materials, advertising pieces, catalogs and commercial presentations.
- Art direction for TV: set and studio design, construction supervision and hands-on production support.
- Advertising spots: copywriting, actor direction, production, editing, post-production and Spanish voice-over.
- Corporate and institutional video for companies, local governments, councils and public-sector clients.
- AI-assisted creative workflows: ChatGPT, Claude, Gemini, Grok, Kling, Seedance, Suno, ElevenLabs and related tools.

## PROFESSIONAL EXPERIENCE

### 2013 - 2019 · Own Production Company · Director, Producer and Commercial Manager

- Founded and managed an audiovisual production company delivering TV programs, advertising, corporate videos and institutional videos for companies and public-sector clients.
- Produced, directed, edited and commercially managed formats such as Allsport and Viajar en Canarias, broadcast on regional TV channels in the Canary Islands.

### 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.
- Designed and developed TV programs, openings, bumpers, graphics, continuity pieces, editing, post-production and visual effects.

### 1998 - 1999 · Miralles Publicidad · Graphic Designer

- Graphic design for press ads, specialized magazines, flyers, product catalogs, promotional materials and commercial layouts.

### 1994 - 1997 · Radio and Early TV Stage · Producer / Production

- Worked as radio program producer after specific training in radio production and voice-over.

### 1990 - 1993 · APYMEVO / Commercial Association Environment · Graphic Design and Campaigns

- Started professionally as a graphic designer, received personalized in-company training and worked on multi-year commercial campaigns such as "Empresas con corazón" for the La Orotava commercial district, directed by Green Publicidad.

## SELECTED WORK

- TV graphics, openings and infographics reel - Teidevisión Canal 6. · Allsport - sports TV program produced by own production company and broadcast on El Día TV. · Viajar en Canarias - tourism TV program produced by own production company and broadcast on Teidevisión Canal 6 and Mirame TV. · Advertising spots for La Orotava City Council, institutional videos, Canary Islands routes, editorial videobook and TV format teasers.

## EDUCATION, LANGUAGES AND TECHNOLOGY

Fine Arts - University of La Laguna: three years completed · Professional and in-company training in design, radio, production, voice-over and TV · Spanish native · English advanced · Portfolio: <https://joseaplasencia.com/en/>



Portfolio and selected work: <https://joseaplasencia.com/en/>