GABRIEL PASTOR MELO

GLOBAL BRAND DESIGN MANAGER



PROFILE

Global Brand Design Manager with 20+ years driving brand equity across FMCG and healthcare. Directed global design strategy for 5 global brands (Otrivin, Theraflu, and Skin brands: Fenistil, Zovirax, and Abreva) at Haleon, unifying visual positioning and design governance across 170 international markets.

Proven track record translating consumer insight into design systems that strengthen brand trust, consistency and commercial performance at global scale.

CONTACT

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LANGUAGES

English: fluent

French: fluent

Spanish: native

German: beginner

WORK EXPERIENCE

Global Brand Design Manager | **Haleon** | Nyon
September 2022 - June 2026

• Directed global design strategy for 5 brands — Otrivin, Theraflu and the Skin portfolio (Fenistil, Zovirax, Abreva) — by leading product, packaging, digital and shopper design across 170 international markets over nearly 4 years

• Strengthened and protected brand equity portfolio-wide by defining visual positioning, Holistic Brand Language (HBL) and master design systems adopted as the global design standard

• Accelerated the innovation pipeline by embedding design thinking into the R&D, QSC and supply process, shaping new product and packaging launches from concept to shelf

• Aligned consumer, commercial and design priorities across global and local markets by partnering directly with marketing, R&D, procurement and supply leadership

• Owned end-to-end delivery of design briefs across multiple concurrent initiatives, ensuring on-time, on-brand execution from creative direction through final production

• Served as the primary design authority between Haleon and external agencies, setting strategic direction and enforcing brand guardrails across every engagement

• Elevated design quality and visual coherence across the portfolio, reinforcing distinctive brand assets and strengthening consumer trust worldwide

Freelance Designer | Geneva
August 2018 - September 2022

• Delivered brand identity systems, infographics, data visualizations and digital content for international organizations, translating complex information into clear, high-impact visual communication across print and digital channels

• Strengthened brand consistency across channels and touchpoints by developing tailored strategic and creative solutions for each client engagement

• Clients: United Nations, Digital Luxury Group, eBusiness Institute

Design Consultant | **Impact Initiatives** | Geneva
December 2017 - August 2018

• Led the design and rollout of a new visual identity across all organizational units, establishing a consistent brand presence organization-wide

• Upskilled national and international teams by training them on data visualization, graphic design and design tools, building lasting in-house design capability

• Managed end-to-end development and delivery of the organization's website, from concept through launch

Senior Client Manager | **Landor** | Geneva
May 2017 - December 2017

• Managed end-to-end brand and design projects from initial briefing through final client delivery, ensuring consistent quality across every engagement

• Coordinated cross-functional creative and account teams to deliver on-time execution across all active projects

• Clients: P&G, Coty



EXPERTISE

- Global Brand Design
- Visual Positioning
- Holistic Brand Language (HBL)
- Design Thinking & Innovation
- Packaging & Product Development
- Brand Governance & Guidelines
- Consumer-Centred Design
- Agency & Stakeholder Management
- Cross-Functional Collaboration
- Global–Local Brand Execution

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Blender (3D)
- Premiere Pro
- Keynote / PPT

HOBBIES

- Music (Guitar)
- Oil painting & Illustration
- Reading
- Running & Cycling

Marketing Manager | **Zizzz** | Geneva
January 2015 - May 2017

- Defined and implemented brand strategy and visual identity across all touchpoints, establishing a unified market presence
- Managed marketing activities, digital presence and external partners (PR, SEO, media) to expand brand visibility
- Increased sales by 25% and social media engagement by 250% within one year by realigning brand strategy and digital execution

Creative Director | **Staff Eventos** | Madrid
2014 - 2015

- Led a 5-person creative department, driving concept development and creative innovation across all client engagements
- Directed projects end-to-end from ideation through client presentation and final execution, maintaining consistent creative quality
- Owned project direction and final client presentations, translating creative concepts into approved, on-brand deliverables
- Clients: Ericsson, L'Oréal, BMW, ThyssenKrupp, New Holland, Mercedes-Benz

EARLIER CAREER

Marketing Manager | **Princesa Yaiza Suites Hotel** | Lanzarote
2013 - 2014

- Led a 3-person team delivering integrated marketing campaigns and brand communications

Art Director & Copywriter | **QUUM** | Madrid
2008 - 2013

- Led art direction and copywriting across 4 accounts: Telefónica, BBVA, Santander, FICOD

Graphic Designer | **J. Walter Thompson** | Madrid
2006 - 2008

- Developed visual identities and packaging for Rolex, Trina, Telepizza and Visionlab

Graphic Designer & Artworker | **Publicis** | Madrid
2003 - 2006

- Advanced from trainee to designer, supporting brand work for British Airways and Nestlé

EDUCATION

Grow (Park Academy) | 2025
Advanced Design Leadership Course
One-year programme covering design leadership, strategy, innovation, storytelling and value creation, including the development of a live brand design strategy for Otrivin.

Grow (Park Academy) | 2023
Design Quality Training
Training focused on defining and managing design quality objectives, aligning design decisions with business goals and establishing objective quality standards.

Cadschool | 2022
After Effects - Motion Design Course

CIS | 2008
Web and Multimedia Design Course(300 hours)

ICEX - CECO | 2003 - 2004
Master in Marketing and Foreign Trade

Universidad Pontificia de Comillas (ICADE) | 1997 - 2002
Bachelor in Law and Degree in Business Administration