PEDRO DUARTE

CREATIVE LEADERSHIP — STRATEGY, DIRECTION & STUDIO OPERATIONS

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PROFESSIONAL SUMMARY

Creative Director with nearly two decades shaping how global fashion and luxury brands look, speak, and sell — from defining seasonal creative strategy in the boardroom to directing the studios that execute it at scale. Built and led in-house creative organizations of 50+ across Landmark Group, Namshi, Mytheresa, and Farfetch, delivering 1,000+ seasonal campaigns and 200+ brand collaborations. Rare combination of conceptual vision and operational command: sets the creative agenda with C-level stakeholders, then builds the teams, systems, and AI-enabled pipelines that make world-class work repeatable — on brand, on budget, on time.

CORE COMPETENCIES

- **Creative Strategy & Direction:** seasonal creative platforms, brand identity evolution, campaign concepting, luxury positioning, visual storytelling
- **Executive Partnership:** C-suite and brand-leadership alignment, creative governance, translating commercial strategy into creative direction
- **Team Leadership:** building, structuring, and mentoring multidisciplinary teams of 50+ — designers, photographers, editors, stylists, producers
- **Studio & Production Leadership:** high-volume content operations, workflow design, capacity planning, QA and delivery standards
- **AI & Creative Innovation:** generative image and video pipelines (ComfyUI), prompt engineering, automation that compresses turnaround without diluting craft
- **Commercial Acumen:** budget ownership, vendor and agency management, cost control, ROI reporting, print and physical production

PROFESSIONAL EXPERIENCE

Associate General Manager — Creative Studio

Jul 2020 – Nov 2025

Landmark Group (Home Centre, Centrepoint) — Dubai, UAE

- Led executive creative direction and operations of the group's internal Creative Studio across the fashion, home, and lifestyle portfolio — full ownership of creative output, operations, and budget.
- Built and directed a 50+ multidisciplinary studio spanning photography, film, styling, design, and post-production, partnering with brand C-suite on seasonal strategy and visual identity.
- Introduced and then scaled AI-enabled production group-wide — generative workflows from pilot to standard practice, cutting turnaround up to 40% and lowering cost per asset while raising consistency.
- Delivered the region's first AI-generated campaigns at full print spec for outdoor and in-store media.
- Designed the operating model — briefing, resource planning, QA — that let a high-volume studio deliver director-grade work at retail pace.

Creative Photography Manager

2019 – 2020

Namshi — Dubai, UAE

- Set the creative vision for e-commerce content, unifying production, brand, and digital marketing under one visual strategy for the region's leading fashion platform.
- Shaped seasonal campaign direction with cross-functional leadership, delivering performance-driven creative across every digital touchpoint.
- Re-engineered studio workflows to absorb significant category growth — faster delivery, sharper brand consistency, no added headcount.

Senior Creative Lead

2018 – 2019

Mytheresa — Munich, Germany

- Directed seasonal campaign creative for a global luxury audience, sharpening Mytheresa's premium voice and brand presence across international markets.
- Led high-profile collaborations with the world's leading fashion houses, producing weekly and seasonal content that built brand storytelling and desirability.
- Partnered with marketing, merchandising, and brand leadership to keep high-impact advertising and social creative aligned to luxury positioning.

Studio & Content Creative Lead

Jul 2012 – Jan 2018

Farfetch — Global (Lisbon / São Paulo / Los Angeles / Hong Kong)

- Directed global e-commerce and campaign imagery across four continents, supporting 100+ luxury partner brands during Farfetch's peak expansion.
- Built and standardized studio operations as the catalogue scaled from thousands to millions of monthly listings — defining the visual standards and quality benchmarks that unified brand output worldwide.
- Developed regional creative leads across multiple geographies, embedding a shared creative culture of innovation, consistency, and brand alignment.

EDUCATION & CERTIFICATIONS

- AI Prompt Engineering — Google, 2025
- Digital Marketing — Business of Fashion, 2020–2021
- Art Direction — Central Saint Martins, 2019–2020
- People Management & Organisational Leadership — Dynargie, Porto, 2013
- Diploma, Photography & Visual Arts — Portuguese Photography Institute, Porto, 2005–2007

TECHNICAL SKILLS

- **Creative & Production:** Adobe Creative Suite, Capture One, Final Cut Pro, DaVinci Resolve, Canva
- **AI & Generative Tools:** ComfyUI, Midjourney, Runway, Firefly, LLMs (GPT / Claude), prompt engineering
- **Marketing & E-commerce:** Google Ads, Shopify, WordPress, Apollo, DAM platforms
- **Productivity & PM:** Notion, Trello, Microsoft Office 365, Figma

LANGUAGES

Portuguese (Native) · English (Bilingual) · Spanish (Advanced) · French (Conversational)

References available on request.