



SHOOT-ONE

YAIR HUERTA

Creative Director with background in Design / Troublemaker

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"29 CREATIVES TO WATCH UNDER 30 OF 2019"

-COOLHUNTER

"It's not easy to describe in words the world of Shoot-One in each of his works reflects that human expression full of experiences, emotions, enriched with mixed media and many influences, just take a look at his work to go deep into his world of experimental lines and colors"

-PM Photographie de mode

EXPERIENCE

GREY group / Creative Director

Latest Clients include: Volvo, Betty Crocker, DirecTV GO, Office Depot

07/2020 - 07/2021

(anónimo) / Creative Director

-International Agency of the year (AdAge)
-Best agencies to work in Mexico (Scopen)
-Hottest Independent Agency in Latin America (Campaign)

Latest Clients include: Reebok, Ballantine's, Victoria, Booking, Anheuser-Busch InBev Grupo Modelo, Xcaret, and more

09/2018 - 03/2020

Casa Caballeria / Creative Director

Fashion house based on the concept of bringing the history of the English gentleman and the Mexican culture.

-First collection showcase on Mercedes-Benz Fashion Week México 2018
-Been part of Louis Vuitton City Guide

06/2015 - 09/2018

ROCOCO / Creative Art Director

Luxury interiors, fashion & lifestyle brand

-Positioned itself as one of the most important Mexican design brands.
-Published in Vogue, Harpers Baazar, Architectural Digest, Apartment Therapy, Wall Street Journal, Metropolis, Elle Decor among others.

05/2015 - 09/2018

AWARDS

AB InBev-Grupo Modelo / conMuxe orgullo

Cannes Lions International / Shortlist / PR - Culture & Context - Local Brand
El Ojo de Iberoamérica / Shortlist / Gender, Diversity & inclusion

Reebok / The Unexpected

Effies Awards Latam / Bronze / Fashion
Effies Awards Latam / Shortlist / Carpe Diem
Circulo Creativo / Silver / Production Design
Circulo Creativo / Silver / Edition
Circulo Creativo / Bronze / Photography

Ballantine's / Proud to be 2.0

Circulo Creativo / Silver / New Director

AB InBev-Grupo Modelo / El Cervezazo Modelo

Circulo Creativo / Gold / Activation & Promotion
Circulo Creativo / Gold / Best Sponsorship Campaigns
Circulo Creativo / Bronze / Best Use of Advertising

PRESS

www.coolhuntermx.com/los-29-creativos-menores-de-30-del-2019-segunda-parte-en-mexico

www.thecitylovesyou.com/urban/arte-local-shoot-one

www.photographiedemode.blogspot.mx/2014/02/emociones-experimentales-shoot-one

www.grid.vSCO.co/journal/vsco-cam-best-of-2013-people