

Víctor Ogalla

BRAND & EXPERIENCE
CREATIVE LEADER
BARCELONA

20 years in retail and marketing at Nike and UNIQLO, leading flagship openings, brand activations and cultural collaborations across Spain and Europe. Passionate about culture and human connection, I turn ideas into stores, campaigns and events.

CONTACT

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EXPERTISE

Retail experience
Visual merchandising
Brand activations
Content production
Cultural partnerships
Team leadership
Adobe Creative Suite
AI tools for marketing

EDUCATION

Graphic Design & Art Direction
IDEP Barcelona / UAO CEU
2006 - 2010

LANGUAGES

Spanish & Catalan Native
English Fluent

EXPERIENCE

Aug 2026 - Present	Retail Brand Experience Director Lateral Thinking I lead the retail department, helping brands express their identity in physical spaces and connecting creative ideas with the way people discover, shop and spend time in stores.
Jun - Aug 2026	Marketing & Communications Porta Ferrada Festival Managed guest lists and invitations, coordinating with sponsors, press and influencers. Supported festival communications and contributed to the design and setup of selected spaces.
Jun 2026	Guest Lecturer ESDI Art Direction masterclass exploring how ideas become stores, campaigns and events.
Apr 2025 - May 2026	Career break International travel, AI studies for marketing and creative work, and advanced scuba diving training.
May 2021 - Mar 2025	Marketing Manager, Spain UNIQLO Developed local campaigns, events and collaborations. Led styling and photoshoots and adapted global assets for European campaigns. Brought UTme! to Spain and led the Spanish launch and development of StyleHint, coordinating content, influencers and photoshoots. Worked on HEATTECH Experience, Live Station and collaborations with Museo Thyssen-Bornemisza.
Apr 2017 - May 2021	Head of Visual Merchandising Spain UNIQLO Part of the founding management team in Spain. Built the VM function and a team of 10, leading visual merchandising for seven openings across Spain and other European markets. Worked with Marketing on 30+ events and activations. Co-led a regional VM production project that reduced costs by 30% year on year.
Mar 2007 - Mar 2017	Visual Merchandising Nike Progressed from in-store VM through specialist and coordinator roles to Madrid Visual Merchandising Area Manager (Oct 2015 - Mar 2017), leading a team of 10. Supported the Passeig de Gràcia flagship opening, European openings and refits, and projects for El Corte Inglés and Atlético de Madrid. Delivered campaigns, showrooms and team training.