

Esteban *Gimenez Zapiola*

GLOBAL CREATIVE DIRECTOR & CREATIVE AI LEAD · BCG

I run design as a business that drives revenue — and I build the agentic AI that scales it. Most design leaders do one; I do both.

Sydney, Australia · working globally

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I lead design as a strategic business capability — and I personally build the agentic AI that scales it. As Global Creative Director at BCG I own the ANZ Creative Studio P&L, sit on the global Design Studios leadership team, and lead a team of 16 with reach into 400+ designers worldwide — partnering with case teams and the Managing Directors, Partners and C-suite clients we serve.

I founded and lead BCG Design Studios' Creative AI practice and authored the "*Creative Advantage*" proposal for a global Creative AI Labs function. I build and ship agentic AI hands-on — multi-agent systems, MCP servers, autonomous agents and custom tooling — prototype to production, not demos. I lead through mentorship: recipient of BCG's "*Grow by Growing Others*" award.

| *Design isn't art. It's a discipline that moves revenue.*

EXPERIENCE

Nov 2024 – Present

BCG · Boston Consulting Group

Sydney · Global

Global Creative Director & Creative AI Lead

Leading design as a competitive advantage — and the Creative AI practice — across BCG's global studios.

- Founded and lead BCG Design Studios' **Creative AI practice**; authored the "*Creative Advantage*" proposal positioning a global Creative AI Labs function.
- Build and ship **agentic AI hands-on** — multi-agent systems, MCP servers, autonomous scheduled agents and custom tooling, prototype to production (including the live agent on estebangz.com).
- Lead the global design practice across **six disciplines** — Experience, Visualisation, Print, Video & Motion, Editorial and Presentation — setting quality standards and connecting **400+ designers** worldwide.
- Own the **ANZ Creative Studio P&L** and co-lead its strategy; direct line manager of **16** across ANZ and India; member of the global Design Studios leadership team. Recipient of BCG's "*Grow by Growing Others*" award.
- Conceived, organised and built end-to-end a **global Creative-AI hackathon** for BCG's creative community — the participant platform plus an automated skill-review pipeline.
- Pitched, launched and executive-produce **Business and Beyond**, BCG ANZ's flagship video podcast.
- **Outcomes:** 9–13% YoY revenue growth · ~2× regional scale · ~80% cross-border delivery · double-digit conversion lifts.

Nov 2021 – Oct 2024

BCG · Boston Consulting Group

Sydney

Senior Creative Manager

Head of Creative ANZ & Co-Lead, Strategy ANZ — built the foundation for the Global role.

- Grew ANZ Creative into one of BCG's strongest regional design practices; creative strategy contributing to **9–13% YoY revenue growth** across financial services, energy, retail, public sector, healthcare and tech.
- Co-led ANZ business strategy — at the table for positioning, growth and investment decisions; partnered with MDs, Partners and C-suite to shape transformation programs. Treated design as a commercial lever, not a service.
- Began embedding AI into the creative workflow and built a mentorship-driven culture — growing senior designers into leaders and the bench that earned the Global mandate.

Jun 2018 – Nov 2021

Endeavour Group

Sydney

Design Lead — *Dan Murphy's*

Creative Lead for Dan Murphy's, Australia's #1 drinks retailer; also across BWS.

- Helped grow a small in-house team into a full **in-house agency** serving the entire Endeavour portfolio — the era when digital and retail first collided.
- Built and governed the Dan Murphy's **Design System** (Frontify, InVision) — single source of truth for print, digital and coded templates.
- Led the danmurphys.com.au **restyling** ($\approx 2\times$ audience) and the **Dan Murphy's app** launch; created sub-brands incl. Dan's Run (UberEats), Direct to Boot and Dan's Cellar.
- Led and mentored a team of 6 senior designers — the kind of leader people wanted to work for.

Jun 2015 – Jun 2018

Endeavour Group

Sydney

Senior Digital Designer

In-house digital at agency pace — Dan Murphy's, BWS, Langtons, Cellarmasters.

- Hand-coded EDM templates and implemented dynamic personalisation on Oracle Responsys — foundation of Dan Murphy's segmented email program.
- Produced wireframes and restyled core components of danmurphys.com.au; led art direction and on-location shoots for tier-1 campaigns, lifting digital ROI.

Aug 2011 – Aug 2015

Kasiopea · Brand Chemistry

Buenos Aires · Sydney

Senior UX/UI Designer

Generalist principal at a Buenos Aires digital agency (pharma, energy, talent, tech) — art director, UX/UI designer, front-end developer, client lead and new-business pitcher. Clients incl. Duke Energy, Engie and Farmacity. Bridged to Brand Chemistry, Sydney.

2010

Mendioroz Design

Buenos Aires

Graphic Designer

Visual identity and **wayfinding** for airports and shopping centres — signage systems, technical documentation and supplier oversight. Where my interest in how design lives in physical space began.

2009 – 2012

Crested Butte Mountain Resort

Colorado, USA

Ski Instructor

PSIA-certified across three winter seasons — where I learned to coach beginners with patience. (Discipline shows up everywhere.)

CAPABILITIES

- Design leadership at scale** — high-trust, high-performing teams across regions and disciplines; coaching senior leaders into exceptional ones.
- Agentic AI, hands-on** — multi-agent systems, MCP servers, autonomous agents and custom tooling; prototype to production, not demos.
- Product, brand & service** — apps, websites, design systems, brand identity, customer journeys, retail experiences, editorial and motion.
- Strategic partnership** — shoulder-to-shoulder with case teams; connecting design to the ambitions of CMOs, CFOs, CEOs and boards.
- Storytelling for complex audiences** — boardroom decks, investor narratives, customer journeys, brand storylines.
- P&L & commercial design** — owning a regional studio P&L; treating creative as an asset on the balance sheet.

HONOURS

Grow by Growing *Others*

BOSTON CONSULTING GROUP

BCG award for leaders who lift the people around them — mentorship, growing senior talent into leaders.

Ironman World Championship (*Hawaii*)

ELITE-AMATEUR TRIATHLETE

Multiple Ironman 70.3 age-group wins; qualified for the World Championship.

EDUCATION & LANGUAGES

Mini-MBA, Business of Creativity · Future London Academy · 2025

Branding Now II · Future London Academy · 2022

Lic. Diseño de Imagen Empresaria · Univ. de Palermo · 2012–13

Diseñador Gráfico · Univ. de Palermo · 2009–12

Languages · Español (native) · English (full professional)