

# Esteban Gimenez Zapiola

Design leader who runs a P&L, ships product, and builds with AI. 18 years across brand, product, service, code, and AI workflows.

GLOBAL CREATIVE DIRECTOR · BCG

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BCG | EX ENDEAVOUR GROUP

## SUMMARY

I lead design that moves the business. Currently Global Creative Director at BCG, where I run the ANZ Creative Studio P&L, sit on the global leadership team, and lead a team of 16 across our design practices with reach into 400+ designers worldwide. I work shoulder-to-shoulder with case teams and connect their work to the strategic ambitions of the Managing Directors, Partners and C-suite clients we serve.

I lead through *mentorship and growing others* — recipient of BCG's "Grow by Growing Others" award. I build benches, coach senior managers into leaders, and create the conditions where people do the best work of their careers. The team is the asset.

Before BCG: 7 years as Creative Lead for Dan Murphy's at Endeavour Group. Joined a small in-house team and helped grow it into a full in-house agency serving the entire portfolio. The era before the app, when digital and retail were colliding for the first time. Built the design system, led the website restyling and the Dan Murphy's app launch, shipped sub-brands like Dan's Run. We laid the foundation for what is today APAC's leading drinks retailer.

Today I'm back in code with AI as a daily collaborator, prototyping ideas in hours and running AI-native workflows that move faster than traditional teams can plan. I pitched, launched and executive-produce Business and Beyond, BCG ANZ's flagship video podcast hosted by MD & Partner Sanjay Chari.

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

## EXPERIENCE

NOV 2024 –  
PRESENT

BCG

BOSTON  
CONSULTING  
GROUP  
SYDNEY

### Global *Creative Director*

*Leading design as a competitive advantage across BCG's global studios.*

- Lead the global design practice across six disciplines: Experience Design, Visualisation, Print, Video & Motion, Publications & Editorial, and Presentation. Set quality standards and connect 400+ designers worldwide as BCG's Global Communities of Design Practice.
- Co-lead ANZ Creative Studio business strategy and own the regional P&L. Direct line manager of 16: ANZ Creative Managers, six Global Practice Leaders, plus emerging talent across ANZ and India. *Recipient of BCG's "Grow by Growing Others" award.*
- Lead creative direction on transformation programs for major Australian banks — customer journey design, board/exec storytelling, rapid prototyping of internal banking products, AI-enabled service onboarding concepts.
- Lead enterprise GenAI enablement across the global creative practice. Build custom GPTs, design AI-native workflows, prototype hands-on in code with AI as a daily collaborator.
- Pitched, launched and executive-produce Business and Beyond, BCG ANZ's flagship video podcast — guests include Mike Schneider (MD, Bunnings), Fiona Hayes (CEO, 7-Eleven Australia), and BCG Global Chairman Rich Lesser.
- 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 for Strategy ANZ — built the foundation that led to the Global role.*

- Took ownership of ANZ Creative as Head of Creative, growing it into one of BCG's strongest regional design practices. Drove creative strategy contributing to 9–13% YoY revenue growth across financial services, energy, retail, public sector, healthcare and tech.
- Co-led ANZ business strategy alongside the regional creative practice — sitting at the table where decisions about positioning, growth and investment were made. Partnered with BCG Managing Directors, Partners and C-suite clients to shape transformation programs. Treated *design as a commercial lever, not a service function.*
- Established a mentorship-driven culture across ANZ Creative — growing senior designers into leaders. Built the team and bench that earned credibility for the Global role.

JUN 2018 – NOV  
2021

EG

ENDEAVOUR  
DRINKS GROUP  
SYDNEY

## Design *Lead*

*Creative Lead for Dan Murphy's — Australia's #1 drinks retailer. Also contributing across BWS.*

- Joined a small in-house team and helped grow it into a full in-house agency serving the entire Endeavour portfolio. The era before the app — when digital and retail were colliding for the first time. Operated as *an enabler and leader, not a service*, laying the foundation for what is today APAC's leading drinks retailer.
- Built and governed the Dan Murphy's Design System on Frontify and Invision — single source of truth for print, digital and coded templates across the in-house agency.
- Led creative direction on the danmurphys.com.au restyling and the launch of the Dan Murphy's app. *The website redesign captured twice the audience of the previous experience.*
- Created concepts, identities and styleguides for sub-brands including Dan's Run (UberEats partnership), Direct to Boot, Lowest Liquor Price Guarantee, Dan's Cellar, Underwraps, Easter Runway.
- Led and mentored a team of 6 senior designers — recognised internally as *the kind of leader people wanted to work for.*

JUN 2015 – JUN  
2018

EG

ENDEAVOUR  
DRINKS GROUP  
SYDNEY

## Senior *Digital Designer*

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

- Designed and hand-coded EDM templates from scratch, then implemented dynamic personalisation on Oracle Responsys — foundation of Dan Murphy's segmented email program.
- Produced wireframes and restyled core components of danmurphys.com.au — early product design work that fed into the larger restyling project I'd later lead.
- Led art direction, on-location shooting and editing for social and brand content. Owned tier-1 campaigns end-to-end, lifting Dan Murphy's digital ROI.

AUG 2011 – AUG  
2015

KASIOPEA /  
BRAND CHEMISTRY  
BUENOS AIRES /  
SYDNEY

## Senior UX/UI Designer

Buenos Aires-based digital agency working across pharma, energy, talent and tech. Operated as a generalist principal — art director, UX/UI designer, front-end developer, client lead and new-business pitcher. Clients: Duke Energy, Farmacity, Engie. Followed by a short bridge stint at Brand Chemistry, Sydney.

2010

MENDIOROZ  
DESIGN  
BUENOS AIRES

## Graphic Designer

Visual identity and signage for airports and shopping centres — wayfinding systems, technical documentation, supplier oversight. *The early-career work that shaped my long-running interest in how design lives in physical space.*

2009 – 2012

CRESTED BUTTE  
MOUNTAIN RESORT  
COLORADO, USA

## Ski Instructor

PSIA-certified across three winter seasons. A complete reset between design seasons — and where I learned to coach beginners with patience.

## CAPABILITIES

- Design *leadership* at scale — Building high-trust, high-performing teams across regions and disciplines. Coaching senior leaders into exceptional ones.
- Product, brand & *service* — Apps, websites, design systems, brand identity, customer journeys, retail experiences, editorial and motion.
- AI-native *workflows* — Custom GPTs, AI-native processes, hands-on prototyping with code and AI as a daily collaborator.
- Strategic *partnership* — Working shoulder-to-shoulder with case teams, connecting design to the strategic ambitions of CMOs, CFOs, CEOs and boards.
- Storytelling for *complex audiences* — Boardroom decks, investor narratives, customer journeys, brand storylines.
- P&L & *commercial design* — Owning regional studio P&L. Treating creative as an asset on the balance sheet.

## HONOURS

### Grow by Growing *Others*

BOSTON CONSULTING GROUP

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

### Ironman World Championship *qualified (Hawaii)*

ELITE-LEVEL AMATEUR TRIATHLETE

Multiple Ironman 70.3 age-group race wins. Qualified for the Ironman World Championship in Hawaii.

## EDUCATION & LANGUAGES

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

Branding Now II · Future London Academy · 2022

Lic. *Diseño de Imagen Empresaria* · Universidad de Palermo · 2012—2013

Diseñador Gráfico · Universidad de Palermo · 2009—2012

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