SBALBOADESIGN

ART DIRECTION & NATURAL STONE

Sergio Balboa
Born: February 1976 — Barcelona, Spain
Location: Castellón, Spain | Web: sbalboadesign.com



01 / PROFESSIONAL EXPERIENCE

Creative Director (Large Format) & Natural Stone Specialist 2019 — PRESENT

Grupo Porcelanosa / Altissima — Castellón, Spain

Creative Director for large-format ceramic surfaces and Creative Manager leading the design and product development team. Specialized training in natural stone and subsequently appointed head of natural stone selection for the Altissima brand.

Founder & Owner — Archviz & 3D Interior Design 2016 — 2019

La Cubitera — Castellón, Spain

Founded and directed a specialized studio producing architectural visualization (Archviz), 3D architectural renders, and 3D interior design projects tailored to the ceramic industry.

Founder & Creative Director 2011 — 2019

Imagostudio — Castellón, Spain

Led interior design projects, corporate creative direction, and the scouting and high-resolution digitalization of raw materials for ceramic surface design.

Creative Director 1999 — 2011

PlatóFAC — Castellón, Spain

Relocated to Castellón to direct advertising and visual campaigns for the food, jewelry, and primarily the ceramic sector, working with leading brands including Vives, Keraben, Peronda, Porcelanosa, Lladró, and Marazzi.

University Lecturer 1998 — 1999

Universitat Politècnica de Catalunya (UPC) — Barcelona, Spain

Academic teaching role following graduation in optics and scientific imaging.

02 / EDUCATION & DISTINCTIONS

Diploma in Optics — Specialty in Scientific Photography & Art Reproduction 1995 — 1998

Universitat Politècnica de Catalunya (UPC) — Barcelona, Spain

Awarded the sole scholarship granted by **Agfa-Gevaert** in Spain during university studies.

03 / CORE COMPETENCIES

- Art & Creative Direction
- Large-Format Ceramic Design & Development
- Scientific Photography & Art Reproduction
- Natural Stone Selection (Altissima)
- Raw Material Scouting & Digitalization
- Architectural Visualization (Archviz) & 3D