

A multi-disciplinary graphic designer, I enjoy exploring different ways to translate ideas into visuals and following a design through concept to the final realisation.

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As a result of the past eleven years working in the industry in the United Kingdom, I have amassed a strong experience on both print and digital media. Motion graphics, advertising, packaging, corporate and editorial design are some of the skills that I developed during this time.

WORK EXPERIENCE

Freelance Designer – 2018/Present

Redwood London

- Working on numerous **YouTube** and **Google** campaigns, creating videos and interactive posts across all social media for campaigns like Youtube AdBlitz, Youtube Brandcast, Youtube Works, Think With Google, Google Marketing Live and Google Mixtapes (Sept2020/April2022).
- Designing animated icons and a series of Lotti road maps for the website **Mazda Stories**.
- Motion graphic design for **L&Q** Shared Ownership social media campaign and Youtube advert.
- Creating internal animated videos for **HP**.
- Layout design for **Youtube Works 2020** brochure.

Kameleon/The Corner

- Designing event banners and lightbox for **Vodafone** Tech Starter Awards Ceremony.
- Editorial design of **ACCA** Emotional Intelligence.
- Designing presentation deck a winner pitch for **Brooklyn Defender** and **Carlsberg**, mock-ups and beer mats.

Blackwood

- Motion design for sustainable development videos for different development international institutions.

Other Clients

- Creating motion graphic videos to give visibility and promote initiatives for clients such as **Teacher Booker**, **Slamcore**, **TwoGenerations**, **The EBRD** and **Nexo Student Residences**.
- Designing and artworking corporate publications, marketing material and events for **The EBRD**.
- Design for web and digital marketing products for corporations such as **Zego**, **Polecat** and **Slamcore**.
- Full brand identity, web design and social media visual content for the company **Domino Clamps**.
- Logo design for a variety of businesses types and entrepreneurs such as **Holy Grain**, **Max Stone**, **Tasha Lorraine**.

SuckUK. Midweight–Senior Packaging Designer– Feb 2016/Jan 2018

- Working as a lead packaging designer creating concepts and designing for a range of products and their packaging.
- Generating different brand design logos and illustrations.
- Artworking including die-cuts and creating print specs.
- Concept creation and strategy.

The EBRD. Junior Graphic Designer – Mar 2013/Nov 2015

- Developing concepts and visuals including animations and infographics to promote initiatives.
- Design and layout for printed material such as reports, brochures, factsheets and event banners.
- Creating visual identities for international programmes and events.

LETRA B. Intern Designer – Sep 2010/Jun 2011

Assisting Art Director in the creation of branding and marketing pieces for clients such as Instituto Lynch Wellness Centre, Pavellón del Futuro, **Inmobiliaria del Sur** and Giraldent.

EDUCATION AND TRAINING

The Guardian Masterclass – 2015

Data visualisation: one day workshop

CEADE Leonardo – 2007/2010

Bachelor's Degree on Graphic Design and Multimedia Technology

Seville University of Arts – 2006/2008

Bachelor's on Fine Arts

IES Trassiera Córdoba – 2004/2006

General Certificate of Education

SKILLS

- Corporate design
- Motion graphics
- Packaging
- Editorial design
- Design for web
- Photo-manipulation
- Artworking
- Digital illustration

SOFTWARE

- Adobe Creative Pack: Photoshop, Illustrator, After Effects, Indesign, and XD.
- Microsoft Office 356
- Google Workspace
- Blender

LANGUAGES

- Fluent English
- Native Spanish

OTHER INTERESTS

Illustration

I love creating satire illustrations and animations. Frequent collaborations and features in fanzines and art websites.

Screen printing

I've produced many screen printed posters, postcards and zines with personal illustrations. Taking part in art markets and fairs like London Illustration Fair and Brighton Illustration Fair.

Board game design

I've developed a big interest in designing board games as a hobby. Recent participation in the prototypes section of the Board Game International Festival in Córdoba, Spain.