

fig.1 : Digital Brand Designer



ABOUT ME

Madrid-based **Digital & Brand Designer** with 7+ years of experience creating and adapting visual assets across digital campaigns, social media, web, presentations and print touchpoints for local and international clients.

Advanced in Adobe Photoshop, Illustrator and InDesign, with strengths in brand consistency, layout, typography, image retouching and production-ready artwork. I also bring experience in product photography and campaign imagery, with a strong eye for detail.

Experienced in taking projects from brief to final delivery, managing competing deadlines and collaborating with clients, photographers, copywriters and web developers. Native in English and Spanish, and comfortable working in fast-paced, multicultural teams.

WORK EXPERIENCE

2019- Present • Dos Uno Studio

Creative Director & Lead Designer, Co Founder

- Led the design and adaptation of brand assets for 40+ clients across digital, social, web and print channels.
- Translated client briefs and campaign objectives into visual concepts, brand identities, presentation decks and production-ready artwork.
- Maintained visual consistency across multiple formats, refining layout, typography, imagery and copy before final delivery.
- Performed image selection, photo retouching and visual adjustments in Photoshop, alongside asset creation in Illustrator and InDesign.
- Collaborated with clients, photographers, web developers and freelance creatives, incorporating feedback and managing several projects simultaneously.

2022-2023 • Unmade MX Project Manager (Product)

- Managed e-commerce projects for brands from brief to delivery, coordinating timelines, stakeholders and priorities.
- Tracked deliverables, resolved workflow issues and maintained quality across fast-moving projects.
- Translated project requirements into clear tasks as primary contact for clients and collaborated with creative, product and marketing departments.

2022-2023 • Oso Films: Estacion Wadley Film

Graphic Designer for Props

- Created detailed, production-ready graphic props in collaboration with the film's art department and within strict production deadlines.

2021-2022 • Beehive Marketing

Design Consultant / Sr. Designer

- Designed and adapted brand and marketing assets while maintaining visual consistency across deliverables.
- Interpreted briefs, presented creative solutions and refined artwork in response to client and internal feedback.

ACADEMIC BACKGROUND

2024- IED (Istituto Europeo di Design) - Barcelona, Spain

2025 Postgraduate Degree in Event Design and Management

2014- UDEM (Universidad de Monterrey) - Monterrey, México

2019 Bachelor's Degree in Graphic Design

- Field of Specialty: Branding, Packaging and Product Launching
- Internship at Parámetro Studio

2013- Instituto di Moda Burgo - Monterey, México

2014 Fashion Design

Spanish

Native

English

Native

French

Intermediate

SELECTED TRAINING

2024 Aula Creactiva Master : Madrid, Spain

Master (Short Program) Digital Marketing

2022 Elisava + BAU : Barcelona , Spain

1 month of studies + workshop courses Editorial Design:
Experimental Publications Workshop Sustainable Graphic
Design (Packaging) + Illustration

2019 Creative Media Skills - Pinewood Studios : Buckinghamshire , UK

4 Week Art Department Essentials

- Production Design, Props, Miniature Model Making, etc.

2018 Design West Summer School (GMIT Letterfrack) : Galway, Ireland (Level 9 NFQ)

Certificate in Design Research (Special Purpose Award)

- Graphic Design Research and Work Exhibit

2014 Parsons- The New School : New York , NY, USA

- Fashion Design

2011 Central Saint Martins : London, England

- Fashion Design Introduction

AWARDS AND RECOGNITION

2019 INDIGO DESIGN- INDIGO DESIGN AWARD: GOLD, NETHERLANDS

Gold Prize Winner in Poster/Brochure Category (Freelance)

2019 CENEVAL - CENTRE FOR NATIONAL EVALUATION AWARD WINNER, MEXICO

National Prize Winner for Outstanding Graphic Design (Academic)

2018 SPECIAL PURPOSE AWARD, DESIGN WEST : DESIGN UNPLUGGED, IRELAND

Level 9 NFQ Special Purpose Award

SKILLS

Digital Design · Brand Identity · Campaign Asset Adaptation · Layout & Typography · Image Retouching ·

Production Artwork · Responsive Web Formats · Brand Consistency · Illustration Adobe Photoshop · Adobe Illustrator ·
Adobe InDesign · Figma (Basic)

Creative Brief Interpretation · Cross-Functional Collaboration · Project Management · Client Presentations · File
Organisation · Multiple-Deadline Management