

## SOFTWARE

### MAC & WINDOWS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Solid Edge  
Final Cut Pro ●●●  
Soundtrack Pro  
Corel Draw  
Freehand  
Autocad  
Marketing tools  
Microsoft Office  
Cinema 4D ●●●  
Mailchimp  
Adobe XD  
3Ds Max ●●●  
Motion  
Adobe After Effects

## LANGUAGES

English ●●●  
Spanish ●●●  
French ●●●

## STUDIES

### DIGITAL MARKETING AND WEB ANALYTICS

(Master's) 2020 – 2021  
Neetwork Business School  
Online

### TOY DESIGN

(Master's) 2014 - 2015  
University of Central  
Lancashire (UCLan)  
Preston, UK

### FURNITURE DESIGN

(Specialization) 2013 - 2014  
European Institute of  
Design (IED) Madrid, Spain

**DIGITAL DESIGN** (Master's:  
graphic design, video and  
web) 2011 - 2012  
Catholic University of  
Valencia San Vicente  
Martir (UCV) Spain

### PRODUCT DESIGN

(Bachelor's degree)  
2007 - 2011  
School of Art and College  
of Design of Valencia  
(EASD) Spain and Erasmus  
in School College of Arts  
Saint-Luc (ESA) Liege,  
Belgium



## DESIGNER MULTI-DISCIPLINARIAN

## CONTACT DETAILS



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## PROFESSIONAL EXPERIENCE AS FREELANCER

DESIGNER, COMMUNITY MANAGER AND ILLUSTRATOR | 2014 – present

**NUBUF (2020 - 2021)** - Idea development; mock-ups and prototypes creation; pattern design; materials choice; packaging and branding design; product photography and video + edition; material supplier research; production costs study; web creation (WordPress) <http://www.nubuf.com>; content translate: English – Spanish, marketing and Instagram management.

**BROWSECAN (2020)** - Illustrations for t-shirts and cups.

**MEDITERRANEAN POOL (2019 - 2021)** - Branding development, signs design, photography edition, and web edition with WordPress  
<https://mediterraneanpool.com>.

**LA COLADA (2018 - 2019)** - Sign and vinyl design, layout, photography edition, branding and store decoration.

**GAME MOVIL (2018 - 2019)** - Stand poster design for the toy fair in Nuremberg (Germany) Spielwarenmesse 2019, catalogue 2019 for kids and adults design, presentation cards design, photography edition and illustrations design for puzzles.

**PROVALENTIA (2016 - 2019)** - Design of flyers, pictures for the social network, POP items, congresses' programs design; photography and edition; community management: Facebook, Twitter & LinkedIn; marketing campaigns; web edition and update (WordPress) <https://bstt-madridcourse.com> and <http://necotur.com> and congresses and event's spaces decoration.

**TU VIDA AHORA (2016 - 2017)** - Images design to share in social media and the web; community management: Facebook, Twitter, Pinterest, G+ and Tumblr and web update (WordPress) <https://www.tuvidaahora.com>.

**ART I REGAL (2017)** - Photography edition.

**SOSTENIBILIDAD 3RS AND SLATER (2015 - 2016)** - Books layout, graphics development and photography edition.

**PRIVATE INDIVIDUALS (2014)** - Graphic design, illustration and floats design.

## SKILLS

Design print and digital  
Technical-artistic drawing  
Materials  
Packaging  
Branding  
Layout  
Photography and edition  
Typography  
Video and edition  
Use of color  
Prototype and mock-ups  
Wordpress + basic HTML/CSS  
Magento / Prestashop  
Newsletters  
Social media  
Marketing  
SEO  
Illustration

## COURSES

**UX: FUNDAMENTALS OF USABILITY** 2020 Skill Share (Marieke McCloskey) Online

**PACKAGING** 2020 Domestika (Diego Giaccone) Online

**FOTOGRAFÍA**  
• 2020 - Be Pro Week - Online  
• 2013 - National Journalists School, Venezuela  
• 2011 - Technology University Institute Antonio Jose de Sucre, Venezuela

## PERSONAL INTERESTS

• Karate (Black belt) as discipline  
• Painting Socarrats helps me to relax  
• Personal development styles makes me grow as a person

## PROFESSIONAL EXPERIENCE AS EMPLOYEE

**LOGOPOST SEÑALIZACIÓN** (branding, signposting and merchandising)  
PRODUCT DESIGNER | 2020 – Substitution for maternity | Valencia, Spain

- Product design: decoration products design for the exterior and interior of stores, hotels, banks, etc., totem pole design, sign design, graphics in 2D and 3D, blueprints and materials selection.
- Graphic design: graphic proposals and photomontages to design signs, posters, etc. for stores, hotels, banks, etc., vinyl design, presentations design for banks.

**MADERAS BARBER** (wood for musical instruments)  
COMMUNICATION AND DESIGNER RESPONSIBLE | 2018 – 2019 | Valencia, Spain

- Graphic design: photography, newsletters, banners, posters, cards, branding, vinyl...
- Marketing campaign creation
- Community management: Facebook and Twitter
- Content writing for social media, web and marketing campaigns
- Translations (English, French and Spanish)
- Web update (Prestashop) <https://maderasbarber.com>

**MARTÍN MENA** (urban furniture manufacturer and distributor)  
DESIGNER AND COMMUNITY MANAGER | 2016 – 2018 | Valencia, Spain

- Graphic design: branding, photography edition, catalogue, video edition...
- Product design: furniture and fountains
- Community management: Facebook, Twitter, G+ and LinkedIn
- Creation and execution of marketing strategies
- Translations (English and Spanish)
- Web update (Magento) <https://www.martinmena.es>

**LOLY FLAMENCO** (manufacturer and distributor of flamenco dance accessories)  
DESIGNER AND COMMUNITY MANAGER | 2012 – 2016 | Remote

- Graphic design: branding, layout, catalogue, photography and edition...
- Product and packaging design
- Community management: Facebook, Instagram and G+
- Marketing campaigns
- Web (Wix) <https://lolyflamenco.wixsite.com/lolyflamenco/>
- National and international sales
- Dealer contact research

## INTERNSHIP PROFESSIONAL EXPERIENCE

FURNITURE DESIGNER, GRAPHIC DESIGNER AND PRODUCT DESIGNER | 2010 - 2013

**CANCIO** | 2013 | Valladolid, Spain | Furniture design internship  
Kitchen furniture design.

**NOVA BERNIA** | 2012 | Valencia, Spain | Digital design internship  
Posters design for different city halls of Valencia. Achievement: these posters were used for the festivities for which they were designed.

**ITZY RITZY** | 2010 | Illinois, U.S.A. | Product design internship  
Kid's product and packaging design: Wrap and Roll. Achievements: the product is manufactured and sold in the U.S. and the rest of the world online since it was designed in 2011.