

Carmen Torné

Brand & Product Designer

| MSc Digital Design

| 5+ years Design experience

| 1+ years Freelance experience

| www.carmentorne.com +31 627 829 124 hello@carmentorne.com

SKILLS

Brand Identity

Framer

English (Professional)

UX/UI (Figma)

Art Direction

Spanish (Native)

Packaging Design

Adobe CC

Dutch (Elementary A2)

EXPERIENCE

Check my case studies: carmentorne.com

| Jan 2025 - Present

Designer - Freelancer. Amsterdam, NL

Providing services as Pack design, POS Material, Web Design & Product design...

Brand identity, packaging and digital design for global brands like Ymea, Storyteq, Biosil.

Led creative direction and A/B tested Meta ad campaigns.

| Oct 2022 - Dec 2024

Creative Designer - Innoleaps / Startupbootcamp. Amsterdam, NL

Led design for R&D projects with Nestlé, Unilever, Heineken and other global brands

Partnered with Growth Marketing to strengthen digital presence and online engagement.

| Jan 2022 - July 2022

Designer - Traineeship at Design Thinkers Academy. Amsterdam, NL

Created physical and digital tools for Design Thinking trainings.

Optimised digital tools and platforms for seamless course facilitation.

| Mar 2020 - Aug 2021

Designer - En:selle. Founding Partner. Amsterdam, NL

Co-founded and led brand identity and content strategy to grow awareness in Belgium and The Netherlands. Conducted market analysis, design sprints and user testing to refine the MVP.

| May 2016 - Feb 2020

Department Manager (Sales) - COS Stores. Madrid, SP

Analysed KPI reports to drive team performance and improve departmental outcomes.

Managed and developed a customer service team of 20.

EDUCATION

| 2025- Present

MBA | ENEB Escuela de Negocios Europea de Barcelona. Remote

| 2021-2022

Master of Sciences (MSc) Digital Design (Product) | Amsterdam University of Applied Sciences

| 2017

Visual Merchandising and Management | Universidad Nacional de Educación a Distancia - U.N.E.D.

| 2010-2015

BSc Audiovisual Communication | Universidad de Málaga

VOLUNTEERING

| 2024 - Present

Social Media Manager - HerEU Association of Women in Politics.