

Roger Pastallé García

Designer - Branding, Web & UX/UI

Contact



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Barcelona & Berlín

About me - [Portfolio](#) - [LinkedIn](#)

Digital product, UX/UI, and branding designer. I have worked with growing companies, creating coherent visual identities, functional interfaces, and digital content. I'm looking for an environment where I can develop strategies, creative solutions, and user-centered design.

Education

Master's in Editorial Illustration

Escuela Trazos, Madrid
2017 - 2018

Bachelor's Degree in Art & Design

UAB - Escola Massana, Barcelona
2019 - 2023

Skills

- Brand identity design
- Art direction
- Visual communication
- User interface design (UI)
- User experience (UX)
- Design system creation
- Strategy & project management
- Visual storytelling

Software

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)
- Framer
- Webflow
- Blender

Languages

- Spanish — Native
- Catalan
- English — Professional proficiency
- German — Basic level (currently studying)

Experience

➤ Multimedia Designer & Project Manager / November 2024 - Present

Matrioshka Collective, Barcelona

Development of visual identities, design systems, and audiovisual content for social media, overseeing all phases of the creative process.

- Social media content planning and strategy.
- Creative direction and end-to-end project management.

➤ Graphic Designer & Visual Communication

(European Union - *Erasmus for Young Entrepreneurs*) / May, 2025 - January, 2026

Let it Bleed, Berlín

Design of posters and promotional materials for cultural exhibitions and events. Creation of digital content and support in event organization.

- Poster, flyer, and exhibition visual design.
- Social media content creation and digital communication.
- Event organization support and coordination with artists.

➤ UI Designer / January, 2025 - May, 2025

North Studio, Barcelona

Participated in the development of user interfaces for the automotive industry, prototyping, and design systems. Responsible for translating technical requirements into intuitive visual experiences, ensuring consistency and scalability across the product.

- User interface design for automotive products.
- Visual proposals, documentation, and decision-making support.
- Collaboration with UX and development teams to define coherent design patterns.

➤ Graphic & Web Designer / October, 2023 - October, 2024

HelloMrLead, Barcelona

Designed B2B digital experiences and visual materials aligned with corporate identity. Combined UX/UI design with branding and content creation to strengthen digital presence.

- Graphic design: presentations, one-pagers, and documents.
- UX/UI design: responsible for web design for the company and clients.
- Content creation for social media.

➤ Co-founder & Brand Designer / January, 2021 - October, 2022

Coco Nails, Barcelona

Visual identity and digital communication design for a local beauty business.

- Logo design and complete brand identity.
- Digital communication and online presence management.