

Carmen Torné

Brand & Product Designer

| MSc Digital Design

| 5+ years Design experience

| 1+ years Freelance experience

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

| EXPERTISE

Brand Identity
Design Systems

UI/UX Design
Wireframing & Prototyping

Packaging & Print
Content Creation

| TOOLS & LANGUAGES

Figma
Spanish (Native)

Framer (HTML/CSS Basics)
English (Professional)

Adobe CC
Dutch (Elementary A2)

| EXPERIENCE

Check my portfolio: carmentorne.com

Jan 2025 - Present

Designer - Freelancer. Amsterdam, NL

Brand identity, packaging and product 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.