

Lucía Gómez Villafañe

Graphic Designer · Art Direction, Branding & Packaging

Buenos Aires, Argentina · Open to remote or on-site work

lugvillafane@gmail.com · [linkedin.com/in/luciagomezvillafane](https://www.linkedin.com/in/luciagomezvillafane)

Graphic designer with 5+ years of experience across agencies, in-house teams and freelance projects. I build brand identities and packaging systems, from creative direction through to production-ready files.

EXPERIENCE

Career break · Working holiday in Australia

Apr 2025 – Aug 2026

Lived and worked in Australia while continuing freelance design projects.

Somos Volt · Graphic Designer / San Diego, CA · Remote

Jan 2024 – Apr 2025

- Defined visual concepts and creative directions for branding and campaign projects, presenting mood boards and core ideas to the Creative Director for approval.
- Built brand identity systems from approved directions and extended them across packaging, catalogs, brand decks, guidelines and digital applications.
- Designed packaging and print materials, working with dielines, technical specifications and prepress requirements.
- Created photomontages and retouched imagery to build campaign visuals when original photography was limited.

Ases y Reinas · Graphic Designer / Buenos Aires, AR · Remote

Feb 2023 – Dec 2023

- Designed packaging for complete product lines, balancing visual consistency with production requirements.
- Created visual identities, style guides and brand materials across print and digital.
- Developed key visuals for campaigns based on creative briefs.

El Tero · Graphic Designer & Art Director / Buenos Aires, AR · On-site

Aug 2022 – Jan 2023

- Led creative direction for brand campaigns and developed campaign strategy with a cross-functional team.
- Directed photo and video productions and edited final photo and video content.
- Designed campaign and branding assets across packaging, in-store signage and social media.

Main Digital & Trade Marketing · Junior Graphic Designer / Buenos Aires, AR · On-site

Mar 2021 – Jun 2022

- Promoted from design trainee to junior designer, taking on increasing responsibility across creative projects.
- Supported the development of brand books, corporate materials and campaigns alongside senior designers, adapting creative ideas across formats.

Freelance · Graphic Designer / Remote

Aug 2020 – Present

- Developed visual direction, logos and brand identity systems for small and emerging brands.
- Created editorial and print pieces, retouched imagery and photomontages aligned with each brand's identity.

EDUCATION

Bachelor's Degree in Graphic Design specialized in Branding / Universidad de Palermo

Feb 2019 – Nov 2022

TOOLS

Adobe Illustrator, Photoshop, InDesign, Lightroom, Figma, Runway, ChatGPT, Claude, Gemini

LANGUAGES

Spanish (native) · English (bilingual)