

## MULTIDISCIPLINARY GRAPHIC DESIGNER

### PROFILE

Multidisciplinary graphic designer with 8+ years of experience across branding, campaigns, e-commerce, editorial design, UI/UX and image retouching. I develop clear visual systems from initial concept through to production-ready artwork, adapting them consistently across digital and physical touchpoints.

### EXPERIENCE

Feb 2022 – Present

#### Freelance Graphic Designer

*Independent · Spain / Sydney / Remote*

Independent designer working across beauty, healthcare, e-commerce, sport, real estate and hospitality. Currently providing ongoing design and image-retouching support to ISDIN.

- Branding, campaigns, catalogues, packaging, editorial and digital content.
- E-commerce assets, newsletters, social content, UI/UX and image retouching.
- Project delivery from briefing and concept through to final production artwork.

Feb 2019 – Feb 2022

#### Graphic Designer

*The Keenfolks - Digital Transformation Agency · Barcelona*

- Designed physical and digital campaigns for international clients.
- Created corporate documents, catalogues, presentations, brochures, branding and final artwork.
- Adapted concepts for social media, newsletters, banners and e-commerce.
- Contributed to UI/UX projects through wireframes, interfaces, mockups and visual guidelines.

Jul 2016 – Dec 2018

#### Community Manager & Graphic Designer

*Evolution Digital Technology / Adoora Community · Barcelona*

- Created branded visual content and supported evolving visual identities.
- Planned content strategies, publishing calendars and community interactions.
- Coordinated projects with the marketing and design team through publication and evaluation.

### CORE CAPABILITIES

BRAND IDENTITY · CAMPAIGN DESIGN · E-COMMERCE · EDITORIAL DESIGN ·  
IMAGE RETOUCHING · UI/UX · WIREFRAMING · ARTWORK & PRINT PRODUCTION

## SELECTED EXPERIENCE

### ISDIN — Ongoing since 2022

E-commerce graphics, high-end product and model retouching, thumbnails and campaign adaptations for web and social media.

### Deporvillage

UI/UX for e-commerce and customer-account flows, internal retail tools, banners, newsletters and in-store materials.

### MSD / Scalibor

Campaign concepts, key visuals, editorial pieces, infographics and digital and outdoor adaptations.

### Estrella Damm × El Celler de Can Roca / Sofa Events

Visual concept and event applications, including identity, menu, stamp, photocall and supporting pieces.

### Monapart

Catalogues, advertisements, flyers, business cards, mockups, internal documents and presentations.

### Wintym

Banners, newsletters, social adaptations, corporate documents, photography and web-image retouching.

### My Núcleo Digital

Social-media posts, advertising videos and packaging for medical-aesthetics communications.

### Paradox Museum

Social content, informative documents, flyers and short-form video assets.

### Arttpa Gluten Free

Initial branding and early visual development.

### Thermo Fisher Scientific

Editable corporate Word documents and technical product sheets created in Adobe InDesign.

### Lash-V

Six product catalogues, web thumbnails and digital banners for an Australian beauty and lash brand.

### Ombumate

Social-media visual direction, campaign assets and video adaptations developed within an existing brand foundation.

### Llagosnet

Signage, internal documents, store graphics, mockups, web and social-media assets for a cleaning-services brand.

## EDUCATION

### 2024–2026 — General English Certificate

ILSC Languages School · Sydney, NSW

### 2014–2018 — Degree in Graphic Design

University of Design and Plastic Arts of Barcelona · Spain

### 2011–2013 — Degree in Visual Merchandising

Llotja School of Art and Design · Barcelona, Spain

## SOFTWARE

### ADVANCED

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Canva · Figma · Sketch · Adobe XD

### PROFICIENT

Adobe Premiere Pro · CapCut · Microsoft Office

### BASIC

Adobe After Effects