



Leonardo Ramirez

www.nouo.de

Senior Digital Designer with a background
in agencies and tech companies.

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Education

02/2012 – 06/2015
IHK State-certified Media Designer
(Digital and Print)

Cimdata Media Academy
Windscheidstraße 18
10627 Berlin

02/2000 – 06/2004
Bachelor of Science –
Business Administration &
Customs Management

University of Administration
and Marketing (C.U.A.M.)
Valencia, Venezuela

Contact

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Languages

German: Fluent
English: Very good proficiency
Spanish: Native speaker

Personal Data

Nationality: German
Caracas, Venezuela
Location: Berlin

Professional Experience

03/2026 – 08/2025 – Digital Designer / MSL Influence Impact | Publicis Groupe (Agency)

Focus on social media content, motion design, and video editing across 360° marketing campaigns. Development of print ads, marketing assets, and pitch presentations, combining strategy, storytelling, and visual clarity.

04/2025 – 07/2025 – Art Director | Asgoodasnew Electronics

Responsible for 3D design, the concept and development of social media campaigns, and the ongoing improvement of the website. Conducted user research to optimize user flows and conversion, as well as video editing for performance and brand formats.

04/2020 – 05/2024 – Visual Designer | ImmoScout24 SE

Contributed to the brand redesign and the development of new visual standards in close collaboration with the UX team (Figma and CMS). Conceptualization and execution of in-house and social media campaigns, motion guidelines, explainer videos, and shoot supervision.

09/2016 – 02/2020 – Art Director | Jung von Matt (Agency)

Concept and design of social media campaigns, motion graphics, and HTML5/CSS banners. Independent project management for clients such as Sparkasse, eBay, and Condor, including presentation and concept development.

05/2015 – 11/2015 – Digital Designer | Zugeschnürt Shop

Development of the webshop, creation and optimization of paid ads, animated banners, and newsletters. Design of visuals, corporate design, packaging, flyers, and merchandising materials.

10/2013 – 04/2015 – Digital Designer | Cimdata Media Academy

Design and animation of campaign assets, execution of digital social media campaigns, and creation of print materials and trade fair assets. Strong focus on scalable design processes in an international environment

06/2013 – 09/2013 – Digital Designer | Zalando SE

Social media campaigns, animated banners, HTML5 banners, merchandising, and creation of visuals for internal and external trade fair events.

Skills Development

• AI & Generative Video Ads

Nano Banana Pro, Midjourney – AI-powered image generation for concepts, campaign visuals, and creative exploration Runway – AI video creation, motion experiments, and visual storytelling
ChatGPT-4

• Certificated UX / UI Designer 2024

Prototyping, design systems, and collaborative workflows, user research

• Adobe Creative Cloud

Photoshop, Illustrator, Motion Design in After Effects
Video Editing with Premiere Pro

• Certificated Motion Design, Video Edition & 3D 2025

Cinema 4D – Blender 3D-Modeling, Animation and Visual effects

• Certificated Strategy & Project Management 2024

Digital Marketing Strategy – Conceptualization and implementation of digital campaigns with a focus on performance and brand
SAP Activate Project Manager

• Development & Tech

HTML5 / CSS – Web layouts, animations, and design implementation

• Office & Presentation

Microsoft PowerPoint and Figma Presentations

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