Ana Cecilia Barcena

Senior Brand & Digital Designer

Portfolio

Senior designer based in NYC with international experience across the United States, Australia, Europe, and Mexico. Specializing in brand identity, digital experiences, and editorial design, with a focus on translating strategic thinking into cohesive visual systems across physical and digital touchpoints.

Contact

anabarcena.com
anacbarcena@gmail.com
+1 646 270 8636

Skills

- Brand Identity & Visual Systems
- Digital Design & UX/UI
- Editorial & Web Design
- Creative Strategy & Client Engagement
- Software Expertise (Adobe Cloud, Figma and Framer)
- Photography

Awards

MUSE Creative Awards 2026
10 Awards, including Outstanding New Agency of the Year
Tomato Tomate / threshold.world — Freelance

AAF Miami ADDY Awards 2026
Best of Show — Cross Platform
Gold — Cross Platform Integrated Campaign
Gold — Logo Design
Tomato Tomate / threshold.world — Freelance

World Design Awards 2026
Gold — IBD Sydney Website
AEK Media — Design team

Sydney Design Awards 2025
Gold
AEK Media — Design team

Languages

- Spanish
- English

Education

Bachelor of Visual Information Design
University of the Americas (2018–2023)

Work Experience

Senior Graphic Designer

DBOX / Jan 2026 - Present — New York, USA (On-site)

- Develop brand identities, digital experiences, campaigns, and marketing systems for premium brands across real estate, hospitality, and lifestyle.
- Lead projects from early concept and visual direction through digital, editorial, environmental, and production applications.
- Partner with multidisciplinary creative teams and clients to translate strategy into cohesive brand experiences across physical and digital touchpoints.

Senior Digital Designer

Promoted from Digital Designer after six months

AEK Media / Jul 2024 - Jun 2025 — Sydney, Australia (On-site)

- Delivered websites, brand identities, and digital assets for diverse industries in a fast-paced agency setting.
- Partnered directly with clients to translate brand strategy into cohesive design systems and visual storytelling
- Designed responsive web experiences, social campaigns, and integrated brand touchpoints.

Web & Digital Designer

Kolari Vision / May 2021 – Apr 2024 — New Jersey, USA (Remote)

- Designed and launched e-commerce platforms and branded interfaces.
- Developed comprehensive design guidelines to standardize workflows and maintain brand consistency.
- Produced collateral and social media content that elevated the brand's positioning in the US market.

Editorial Designer

Dashbook / Jan 2023 – Aug 2023 — Madrid, Spain (On-site)

- Designed editorial identities and layouts for multilingual publications.
- Collaborated with authors and artists to translate narratives into cohesive visual systems.
- Applied brand strategy principles to publishing projects, boosting visibility and sales.

Freelance Brand & Digital Designer

Global — 2019 – Present

- Designed brand identities, websites, and digital experiences for agencies, startups, and international clients.
- Drew on cultural insights and demographic research to translate regional identity and consumer needs into authentic visual languages.
- Adapted and scaled branding across digital, social, packaging, and editorial platforms, ensuring cohesion while respecting cultural context.