



I'm a **creative Andalusian, Digital & Brand Designer.**

I design identities and digital experiences that are clear, intentional and well-structured.

With experience both in-house and as a freelancer, I've led projects end-to-end from concept and brand development to web execution.

LONDON, UK
solerlauralopez@gmail.com



EXPERIENCE

Digital & Brand Designer

Freelance | Currently

Visual Design | Branding & Identity | Digital Design | Art Direction | Adobe Creative Cloud | Figma

Visual Designer Specialist

AmRest | May 2022 – Jul 2025

User-centred Design | UX/UI Design | Visual Design | Branding and Identity | User testing | Research | Advertising | Brainstorming | Adobe Creative Cloud

Graphic Designer / Visual Designer

Freelance | Oct 2020 – Nov 2023

Visual Design | Digital Illustration | Typography | Design Review | Merchandising | Posters | Advertising | Adobe Creative Cloud

EDUCATION

UX & UI and Product Design Immersive

Uxer School by Sngular | Madrid, 2025

Double Master Web Design and Advertising Creativity

Aula Creativa | Madrid, 2022

University degree in Graphic Design

ESADA | Granada (Spain), 2020

SKILLS

UI/UX Design: User research, user flows wireframing, user interface, information architecture, prototyping, responsive web design, mockups, usability testing, user interviews, card sorting

Product Design: Visual design, Double Diamond process, qualitative research, communication, problem solving

Branding & Identity: Logo design, typography, style guides, mockups, packaging, colour psychology

Advertising Creativity: Copywriting, design thinking, attention to detail, teamwork, brainstorming, creativity

Web Design: Front-end development

TECHNICAL SKILLS

Adobe Creative Cloud, Figma, Framer, Webflow, Optimal Workshop, Microsoft Office Suite

Hey...

This is a summary of my CV. Curious to see more? You'll find my portfolio below. :)

 laurasolerstudio.com

