

Afaf Samer Gutu

Digital Designer

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5 December 2001 | Girona, Spain (Open to relocation)

Digital Designer with hands-on experience across brand & UX/UI design for B2B and technical/corporate environments. I enjoy turning complex information into clear, attractive design.



EXPERIENCE

Junior Graphic Designer | HIPRA (pharmaceutical/healthcare), Spain | 01/2025 - 01/2026

Started as an intern; transitioned to a fixed-term contract covering a maternity leave.

- **Developed product campaigns end-to-end**, from proposal and concept ideation to final digital and print materials, for multiple country affiliates, combining traditional design tools with AI.
- **Designed corporate materials** for departments including Sales, Finance, HR and Management.
- **Adapted and translated product and corporate materials** for different languages and markets, for international affiliates.
- **Designed UX/UI** for data analysis platforms, for internal teams and external clients, making complex statistical information accessible to non-technical users.

Content Creator | Sinadrives (industrial engineering), Spain | 11/2021 - 01/2025

Onsite for the first half of the role; remote for the second half.

- **Designed and produced visual materials** aligned with brand identity across print and digital, from catalogs to digital ad banners.
- **Planned, shot and edited photo and video content**, covering product, team and events, for use across social media, web and marketing materials.
- **Managed social media, email marketing (ActiveCampaign) and website content (WordPress)**, from planning to execution.
- **Coordinated trade show presence and events**, including space design, logistics and communication.

Community Manager | Dwell Azores (Coworking Spaces), Portugal | 05/2024 - 09/2024

- **Managed Instagram content**, coordinated events and organized reservations for a coworking space.

Customer Service | Europe | 2018 - 2020

- **Customer service roles across Europe** in high-demand environments, developing multitasking and problem-solving skills.

EDUCATION

Bachelor's Degree in Design and Digital Creations

Universitat Oberta de Catalunya (UOC) | 2021 - 2026 (Graduated)

Final degree project (UX/UI, health app): 9.8/10

Advanced Diploma in Audiovisual Project and Show Production

CIFOG | 2019 - 2021

LANGUAGES

Spanish - Native
Catalan - Native
English - C1

SKILLS & TOOLS

Design & UX/UI

Figma
Framer
UX/UI Design
Motion Graphics
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Design Systems
Data Visualization

Design Methodology

Agile Workflow
Design Thinking
Usability Heuristics
Accessibility (WCAG)

Content & Marketing

Adobe Premiere Pro
Adobe After Effects
Photography/Video
ActiveCampaign
Email Marketing
Social Media
WordPress

Tools

Notion
Bitrix24
ClickUp
Microsoft Office
Google Workspace
Veeva Vault PromoMats

Basic Coding

CSS
HTML
JavaScript

VALUES

Continuous Learning
Attention to Detail
Feedback-Driven
Problem-Solving
Consistency
Empathy