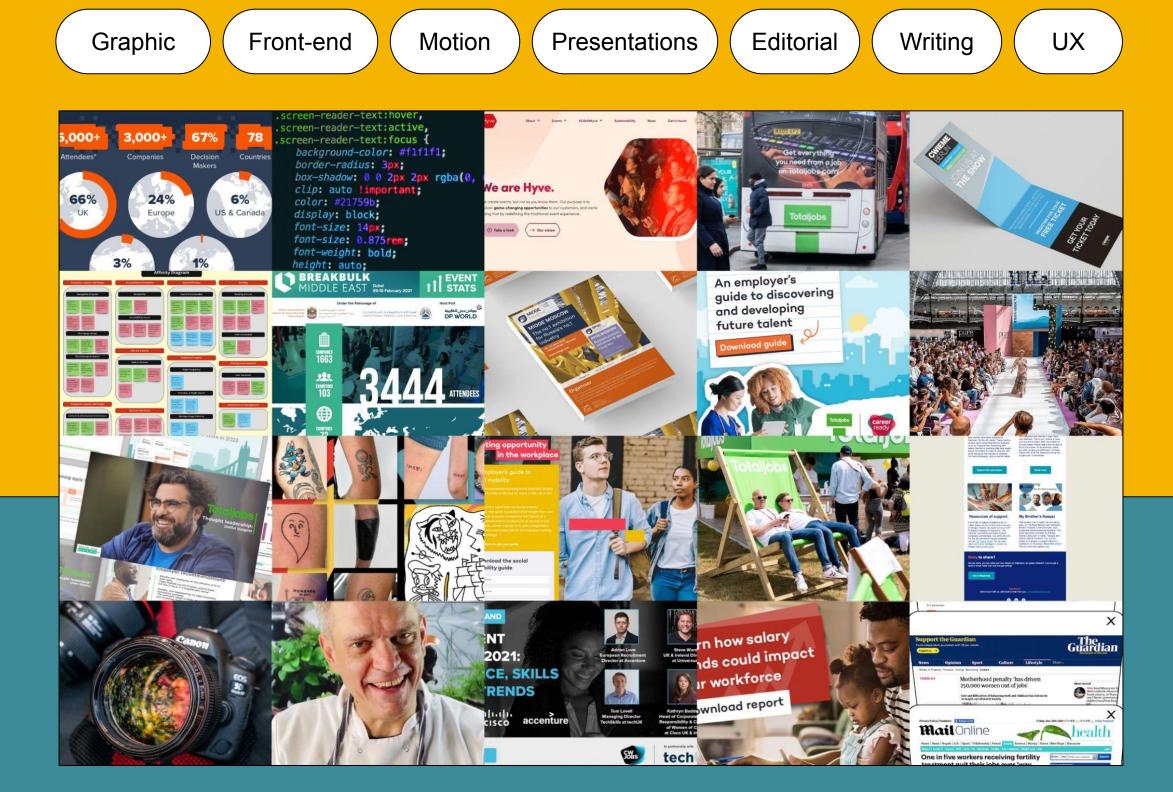
Isra Delgado

London-based curious design professional with a strong background in graphic design, front-end design, and project management. Seeking an inspiring workspace for continuous learning and effective collaboration.



Experience

Midweight Digital Designer, Totaljobs Group

March 2021 - Dec 2023

- Designed and developed various assets, including banners, social cards, motion graphics, animated ads, web modules, and email templates.
- Led collaborative efforts in thought leadership campaigns, driving engagement and brand visibility through innovative design solutions with a strong attention to detail.
- Managed project timelines, allocated resources effectively, and ensured successful project delivery within tight deadlines in a high-pressured environment.
- Contributed to strategic positioning across PR, events, and social media, achieving KPIs.
- Created web wireframes and prototypes, ensuring alignment with UX/UI best practices.
- Implemented responsive design ideas, enhancing user experience and accessibility.
- Actively participated in client/stakeholder meetings (virtual and face-to-face) to discuss requirements, feedback, and opportunities, building strong relationships.
- Utilised Microsoft 365 (Word, PowerPoint) to streamline project presentations.

Junior Digital Designer, Hyve Group plc

Oct 2016 – Dec 2020

- Built functional web pages and created eye-catching visuals for online ads, conferences, and exhibitions using HTML, CSS, JS.
- Designed email templates, landing pages, banners, and printed materials for exhibitions.
- Contributed to the improvement of brand visibility through effective digital design strategies.
- Created engaging presentations and transformed complex data into visually appealing graphics to effectively communicate key information.
- Collaborated with developers to provide design input during the development phase, ensuring smooth integration of design elements.

Front-end Designer, Sekkend Studios

Oct 2015 - Mar 2016

- Crafted responsive templates and add-ons for CMS-based websites using HTML and CSS, enhancing website functionality and user experience.
- Engaged in marketing activities, including client outreach and needs assessment, contributing to the studio's business development.
- Contributed to the improvement of user experience through iterative design and testing.
- Participated in design reviews, presenting design concepts to stakeholders and incorporating feedback to refine solutions.

Graphic Designer, EAPN University Internship

Jul 2014 - Sept 2014

- Designed infographics, charts, business presentations, and print materials, ensuring brand consistency across all materials.
- Managed digital communications across online platforms.
- Collaborated with senior designers to learn best practices and polish design skills.
- Contributed to the development of visual communication materials for university initiatives.

Freelance Creative Writer

Nov 2023 – Now

 Copywriting, article writing, and content creation for clients in web design, UI, UX, and marketing, with the ability to communicate ideas effectively and manage clients.

Core competencies

- Adobe Creative Suite: Graphic/brand design: Photoshop, Illustrator, InDesign, XD, Figma.
- Front-End Design: HTML, CSS, JS, CMS implementation, accessibility.
- CMS: WordPress, Kentico, Oracle, Drupal.
- Responsive Design: Email templates, landing pages, ad-hoc web modules.
- **UX/UI Design**: Creating intuitive, user-friendly interfaces.
- Animation & Video Editing: Enhancing visual storytelling: After Effects + Premiere.
- Project Management: Handling multiple projects, meeting tight deadlines.
- Communication: Effective collaboration: Teams, Slack, Zoom, InVision, Miró.
- Continuous Learning: Staying updated with design trends and tools.
- Interests: Running, art enthusiastic, podcasts, AI and Tech.

Languages

- **English**: Professional working proficiency
- Spanish: Native

Education

- MA Digital Asset & Media Management, King's College, London, 2019 2021 (Part-time)
- Bachelor Degree in Film & Media Arts, Sevilla, Spain, 2011 2015

Key Courses & Certifications

- **Professional Diploma in UX Design** Glasgow Caledonian University, 2024
- **Accessibility Training for Content Creators** and Neurodiverse Audiences in Mind Hassell Inclusion, 2023
- **Creative Pitching & Presentation Skills** D&AD, 2022

Brands I've Partnered With

















































Contact

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- Medium: https://medium.com/@hello 18851
- Blog: https://duck.design/author/isra-delgado