



**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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