

# AINHOA LASHERAS

Graphic + UX/UI Designer

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ainhoalasheras.com

## SUMMARY

Graphic and UX/UI Designer with experience leading projects across print and digital media. Skilled in creating brand identities, user interfaces, and visual campaigns. Experienced in art direction, social media content, and visual communication, with a focus on strategic and user-centred design.

## EXPERIENCE

### **Bloss Barcelona and Blondie Madrid**

Graphic Designer, Art Director, Brand Manager

Barcelona and Madrid, Spain

February 2023 - February 2025

- Graphic design + art direction: led and designed all visual materials for print and digital, including brochures, flyers, menus, vinyl signage and newsletters.
- Web design: Led the redesign and developer handoff for Bloss Barcelona's website.
- Social media strategy + execution: developed engaging content across social media platforms, including Instagram and TikTok.
- Online and offline strategy: developed, designed and executed marketing campaigns, including online and offline campaigns.
- Merchandising: designed and produced merchandising that engages with the public and reinforces and solidifies both brands.
- Brand voice + communication style: defined and maintained a consistent brand voice and communication style across all channels.

## SKILLS

<b>Practical skills</b>	Graphic design, UX/UI design, editorial design, videography, photo + video editing, art direction, creative copywriting.
<b>Technologies</b>	Figma, Adobe Creative Cloud — Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom, XD, Sketch.
<b>Languages</b>	Spanish — Native Catalan — Native English — Bilingual (C2 Proficiency. Cambridge. Score: 210) Korean — Upper Intermediate (Approx. B2)

## FORMAL EDUCATION

### **Bachelor's Degree in Graphic Design**

EINA, Centre Universitari de Disseny i Art

Barcelona, Spain

2021 - 2023

### **Bachelor's Degree in Media Design**

BAU, Centre Universitari de Disseny i Art

Barcelona, Spain

2016 - 2020