

MAX URBINA

A STOCKHOLM-BASED VISUAL DESIGNER WITH OVER 10 YEARS OF EXPERIENCE IN VISUAL IDENTITY, MOTION LANGUAGE AND UI DESIGN

Work ranges across tech and hospitality sectors,
Worked in design studios and advertising agencies in Sweden, Spain and the UK,
in fast-paced environments and learning from talented designers.

Working on visual communication that resonates online and offline.
Whether working independently, leading a team or collaborating with other creatives,
I aim to contribute to the success of forward-thinking brands and products.



EXPERIENCE

04/2025 → PRESENT

**VISUAL LEAD AT ↴ SHORE STUDIO.
STOCKHOLM, SE. • FULL TIME.**

Billo, Jernhusen, Mabi, Mimo, Optio Incentives, Universal International Pictures, (MSF) Läkare Utan Gränser, Amazon.

Responsible of static digital and print production; worked closely with the Head of Agency and founders on the studio brand, website, and communications; introduced AI-assisted workflows for briefing, production, and project management; coordinated a two-person motion team; and led art direction and delivery of campaign assets, websites, UI components, and POS/print materials.

09/2023 → PRESENT

**DESIGN LEAD AT ↴ EVERBLOOM CREATIVES INC.
STOCKHOLM, SE. • CONSULTANT.**

Led branding and rebranding projects, developed no-code websites, and created in-app 2D/3D NFT features. Produced motion graphics from storyboard to execution and ensured brand consistency across visual assets. Managed internal design teams and collaborated closely with Marketing and Engineering to improve workflows and implement new features.

12/2024

09/2024

**MOTION BRAND DESIGNER ↴ BLINK THE DESIGN AGENCY.
STOCKHOLM, SE. • CONSULTANT.**

Seasonal collaboration leading motion brand language projects for Stadium, Blink Design Agency, and social media content for local clients. Managed the full creative process from concept development and art direction, to storyboarding and final execution. Additionally, designed and delivered no-code websites.

09/2022

02/2020

**VISUAL DESIGNER AT ↴ SWEET STUDIO (SWEET CAPITAL).
STOCKHOLM, SE. • FULL TIME.**

Contributed to product experience and brand touchpoints through asset development, UI/UX design, and user research support. Collaborated with product managers and engineers on end-to-end delivery, improving workflows, QA processes, and developing new effects. Directed and produced motion graphics alongside photo/video templates for the Strucc and Everbloom apps. Explored and implemented visual trends while designing new app features to elevate user experience.

12/2019

05/2019

**BRAND GRAPHIC DESIGNER AT ↴ PALLADIUM HOTEL GROUP.
IBIZA, ES. • FULL TIME.**

Designed graphic identities, key visuals, and event posters for hotel outlets, alongside digital content for social media and motion graphics. Acted as brand guardian across assets, messaging, and tone of voice, while developing guidelines for new products. Created impactful communications and explored service-enhancing design concepts to improve guest experiences. Delivered versatile design across both print and digital channels.

05/2019

03/2018

**GRAPHIC DESIGNER AT ↴ SUPERDRY PLC / ↴ THE QUIET LIFE / ↴ BELIEVE NYC.
BRISTOL, UK. • FREELANCE.**

Produced digital campaigns, social media content, and online advertising alongside garment design, mockups, and Tech Packs for suppliers. Pre-produced photo shoots through location scouting, casting, and team coordination, followed by post-production editing and retouching. Delivered creative direction across promotional content, video, and motion graphics while maintaining execution from concept to final delivery.

03/2018

09/2017

**GRAPHIC DESIGNER AT ↴ ASSAI COMUNICACIÓN.
BARCELONA, ES. • FULL TIME.**

Worked on ATL and BTL campaigns with fast-paced delivery, designing advertising, newsletters, microsites, and POS material aligned with brand guidelines. Produced infographics, motion graphics, and digital campaigns, while supporting creative direction and contributing fresh concepts to strengthen promotions. Acted as brand guardian across communications, preparing final artworks for print and digital media.

06/2017

05/2015

**GRAPHIC AND WEB DESIGNER AT ↴ KUBO.
CANARY ISLANDS, ES.**

Developed ATL projects and designed websites, microsites, and advertising visuals in close collaboration with brand headquarters. Adapted visuals across collaterals, POS materials, and print-ready artworks, ensuring consistency with brand guidelines. Delivered new and refreshed graphic identities for diverse clients with tight production deadlines.

07/2014

09/2013

**JUNIOR DESIGNER AT ↴ RUBY CREATIVE.
STOCKHOLM, SE. • FULL TIME.**

Created graphic identities and brand guidelines for new clients, producing both digital and video brand content. Designed layouts for magazines, brochures, and infographics while contributing original illustrations. Participated in the visual design of websites, shaping holistic brand presence across print and digital platforms.

EDUCATION

KANDIDATEXAMEN GRAFISK DESIGN / BA GRAPHIC DESIGN.

Escuela de Arte y Superior de Diseño Gran Canaria.
Las Palmas de Gran Canaria. Canary Islands. Spain.

CERTIFICATE OF HIGHER EDUCATION (HNC) OF PLASTICS ARTS AND DESIGN IN EPHEMERAL ARCHITECTURE.

Escuela de Arte y Superior de Diseño Gran Canaria.
Las Palmas de Gran Canaria. Canary Islands. Spain.

GCE OF ARTS / GYMNASIEEXAMEN.

Escuela de Arte y Superior de Diseño Gran Canaria.
Las Palmas de Gran Canaria. Canary Islands. Spain.

SKILLS

SOFTWARES

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe After Effects CC
Adobe Premiere CC
Figma
Framer
Webflow
Krea AI
MidJourney
Runaway
Blender

DISCIPLINES

Visual Identity
Graphic Design
Visual Design
UI Design
Motion Graphics
Web Design/Vibe-code
Video Edition
Art Direction
Publications
Packaging
Illustration
Gen AI

LANGUAGES

Spanish / C2 level
English / C1 level
Swedish / B1 level

REFERENCES

Lukas Runte [CEO of Everbloom App]
Brendan Halper [CCO of Everbloom App]
Robert Lenne [Founder of Tertulia]
Anders Frostenson [Partner & Head of Ventures at U.N.N.A.M.E.D.]
Erik Sigblad [Design Director at Qapital]
Lisa Lindgren [Creative Director/Founder of Ruby Creative]
Ana Muga [Corporate Brand Strategy Marketing Manager]
Ana Rangel [Senior Creative/Art Director at Dept]

*Available
upon
request*

2014
2010

2010
2007

2007
2005