

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.

Work Experience

May 2023 - Present

Freelance Graphic Designer

Conceptualization and development of branding and visual identity projects.

Design and production of visual assets across print and digital platforms.

Feb 2023 - Jul 2025

Graphic Designer, Art Director

Bloss Barcelona and Blondie Madrid

Led and crafted all visual outputs across print and digital, shaping a cohesive and elevated brand identity through brochures, signage, newsletters, and campaign assets.

Redesigned Bloss Barcelona's website to reflect a refined visual language and seamless user experience. Oversaw developer handoff.

Conceptualized and executed social media and marketing campaigns across Instagram, TikTok, and in-store channels.

Designed and produced merchandising that engages with the public and reinforces and solidifies both brands.

Education

2025 -

Master in Web & App Design: UX/UI

LABASAD Barcelona School of Arts & Design

2021 - 2023

Bachelor's Degree in Graphic Design

EINA, Centre Universitari de Disseny i Art

2016 - 2020

Bachelor's Degree in Media Design

BAU, Centre Universitari de Disseny i Art

Skills

Practical skills

Graphic design, UX/UI design, editorial design, videography, photo + video editing, art direction, creative copywriting, account-based marketing (ABM)

Technologies

Figma, Adobe Creative Cloud — Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom, XD, Sketch, Framer, Midjourney, Adobe Firefly, Sora AI.

Languages

Spanish — Native

Catalan — Native

English — Bilingual (C2 Proficiency)

Korean — Upper Intermediate (Approx. B2)