



Hi, I am Max Urbina, a Visual Designer based in Stockholm with expertise in branding, motion graphics, and UI design. I've contributed to projects like the Everbloom app, part of Sweet Capital, the evergreen investment fund by the creators of Candy Crush. My experience spans various industries, from tech to hospitality, where I've led creative teams, managed brand consistency, and directed full-scale projects. Proficient in a wide range of design tools, I bring adaptability and innovation to modern design challenges, including developing NFT features and crafting delightful user interfaces.

Experience

Present
09/2022

↗ Everbloom App

Lead Visual Designer at Everbloom Creatives Inc.
Stockholm, SE. Full-time.

- ☑ Executing branding and rebranding projects.
- ☑ Producing motion graphics videos from storyboard to execution.
- ☑ Designed and developed non-code Everbloom's official websites.
- ☑ Ensured brand consistency by overseeing all visual assets and marketing materials.
- ☑ UI design and developing interactive components.
- ☑ Art direct, create and implement new 2D/3D NFT template feature.
- ☑ Collaborated with the Engineering team to enhance workflow and implement new features.
- ☑ Leading internal design teams, external creative collaborations, and digital designers
- ☑ Collaborated with the Engineering team to enhance workflow and implement new features.
- ☑ Collaborating closely with the marketing team.

09/2022
02/2020

↗ Strucc App

Visual Designer at Sweet Studio (Sweet Capital)
Stockholm, SE. Full-time.

- ☑ Contribute to the product experience throughout the touchpoints with the brand (Brand asset development, UI/UX design).
- ☑ Work with product managers and teams to improve the end-to-end product delivery process (incl QA). Support in the user research process.
- ☑ Art direction and creation of photo & video-based templates for Strucc App/Everbloom App users.
- ☑ Creating Motion Graphics-based videos for marketing materials from the storyboard, art direction, and execution.
- ☑ Working closely with the Engineering team in developing new effects and improving the workflow.
- ☑ Research, exploration, and implementation of current visual trends in the product. Contribute your know-how and creativity to the design of new app features.

12/2019
05/2019

↗ Ushuaia Ibiza Beach Hotel
↗ Hard Rock Hotel Ibiza
↗ Hard Rock Hotel Tenerife
↗ Bless Hotel Ibiza
↗ Bless Hotel Madrid

Brand Graphic Designer. Palladium Hotel Group ↗
Ibiza, ES. Full-time.

- ☑ Design graphic identities for new products, key visuals and posters for events and outlets of the hotels, including concept development and corporate stationery.
- ☑ Design digital content for social media channels, including video content and motion graphics.
- ☑ Brand guardian of all design assets, ensuring tone of voice, messaging and clarity across all communications.
- ☑ Develop brand assets and brand guidelines of new products.
- ☑ Project ideas of services and experiences that can improve the services of the hotels.

05/2019
04/2018

- ELIU Clothing
- The Quiet Life
- SuperDry
- Heist Studios
- i-Deal of Sweden

Freelance Graphic Designer.
Bristol, UK.

- ☑ Create digital content for social media channels, including video and motion graphics.
- ☑ Design of digital content used on the web, promotions, online advertising campaigns and other online graphic resources.
- ☑ Design prints on garments. Produce sketches, mockups, CADs of new collections.
- ☑ Compiling and sending out Tech Packs and final artworks for suppliers.
- ☑ Pre-Production of photo shoots. Location scouting. Research models and photographers and props. Coordinating the team on shoot days.
- ☑ Post Production of photo shoots. Edition/Retouching of final photos.

03/2018
09/2017

- Coca-Cola
- Puma
- Reebok
- Levis
- Dockers
- Heineken
- Brompton
- Granini
- Garmin
- Pirelli
- Almirall

Graphic Designer. Assai Comunicació ➤
Barcelona, ES. Full-Time.

- ☑ Develop BTL and ATL projects with tight deadlines.
- ☑ Support the creative direction, contributing new ideas to promote the company and the products.
- ☑ Illustrate the concept of design related to brand guidelines.
- ☑ Support with POS designs and advertising material in line with the briefing. Including print and digital assets.
- ☑ Design newsletter and microsities of specific promotions, online advertising campaigns and other online graphic resources.
- ☑ Brand guardian of all design assets, ensuring tone of voice, messaging and clarity across all communications.
- ☑ Prepares the final artworks, of collaterals ready to be printed in different formats and suppliers.
- ☑ Create motion infographic videos of marketing reports or sales presentations.

06/2017
05/2015

- Ministry of Health/Education
- Vodafone Spain
- Inditex/Mango
- Red Bull Spain
- Carlsberg Spain
- Guinness Spain
- Kopparberg Spain
- Tanqueray

Graphic Designer. Kubo ➤
Canary Islands. ES. Full-Time.

- ☑ Develop ATL projects with tight deadlines.
- ☑ Visual design of websites, microsities and landing pages.
- ☑ Design key visuals for advertising material that meets brand guidelines. Working remotely with each brand's headquarters responsible for design approval.
- ☑ Adapt key visual to collaterals.
- ☑ POS and advertising material.
- ☑ Prepare final artworks for print in different formats and suppliers.
- ☑ Design or redesign graphic identities.

07/2014
10/2013

- Apple Sverige
- Arla
- Bocuse d'Or
- EAT Restauranger
- Lux Dag för Dag Restauranger
- Big Image
- Swedish Polar Research Secretariat
- Historiska Museet

Junior Designer. Ruby Creative ➤
Stockholm, SE. Full-Time.

- ☑ Create graphic identities for new brands, including concept development and corporate stationery.
- ☑ Develop brand assets and brand guidelines of new brands. Including video brand content.
- ☑ Layouts of magazines and brochures. Including illustrations and infographics.
- ☑ Visual design of websites.

Education

2014 2010	Kandidatexamen Grafisk design / BA Graphic Design Escuela de Arte y Superior de Diseño Gran Canaria. Las Palmas de Gran Canaria. Canary Islands. Spain.
2010 2007	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.
2007 2005	GCE of Arts / Gymnasieexamen Escuela de Arte y Superior de Diseño Gran Canaria. Las Palmas de Gran Canaria. Canary Islands. Spain.

Skills

Design software

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe After Effects CC
- Adobe Premiere CC
- Figma
- Framer
- Webflow
- ReadyMag
- Blender
- Spline
- Midjourney
- Trello

Disciplines

- Art Direction
- Branding/Identity
- Graphic Design
- Visual Design
- Motion Graphics
- Web Design/Non-code Dev.
- Video Edition
- UI Design
- Publications
- Advertising
- Packaging
- Illustration
- 3D Modelling

Languages

- Spanish / C2 level
- English / C1 level
- Swedish / A2 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]

Emma Hakeberg [Design Director/Founder of Ruby Creative]

Martin Falck [Independent Creative Director]

Ana Muga [Corporate Brand Strategy Marketing Manager]

Ana Rangel [Senior Creative/Art Director at Dept]