

UI/UX Designer & Art director

I love conceptualizing ideas and crafting thoughtful human-centered designs, that are not just aesthetically beautiful but are also functional and purposeful.

TOOLS

Figma | Sketch | Invision | Miro

Photoshop | Illustrator | Cinema 4D

EDUCATION

General Assembly, BC

UX Design Immersive Certification
Remote, 2020

Parsons School of Design, CERT

Graphic Design II Program
New York, 2019

Miami Ad School, MA

Master's degree | Art Direction Program
Base school: Madrid, abroad school: NY
2016 - 2018

Complutense University, B.A

Bachelor's degree | Design and visual communications. Honor scholarship
Madrid, 2011 - 2015

WORK EXPERIENCE

VMLY&R • Art Director | Miami 2019- 2020

Client: Cable & Wireless (B2B)

Design for business outcomes while remaining customer-focused.
Understand business objectives and audience demographic to the concept and deliver thought-out creative campaigns that span across different markets. (Target audience analysis and persona)

Distill information from creative briefs into concepts, logos, branding collateral, social media campaigns, packaging, and brand guidelines. (Typography, color theory, layout, and hierarchy)

Collaborating with a cross-functional team to solve complex business problems.

Design the end-to-end customer experience on the mobile, landing page, and responsive web design experience across platforms.

Ogilvy & Mather • Art Director Intern | New York 2018

Client: Ikea & British Airways

Participate in strategic brainstorming and creative execution based on briefs to deliver conceptually pitches.

Grey Group • Art Director Intern | New York 2017

Client: Unicef & Ally Bank

Collaborate with copywriters to design new projects and initiatives. Assist in creating presentation decks for clients.

Just Eat • Social Media Content Creator | Madrid 2015-17

Client: Just Eat (B2C)

Coordinate social media calendar and create content.
Monitor, track and share insights into community audiences.