



Visual and Brand Designer

Agency background · Remote technology client

01 SUMMARY

Graphic designer with an agency background. I work on campaigns and visual systems for leading brands, and in parallel I build identities from scratch for my own clients. Independent since 2023, currently working remotely for Crowd Intelligence, a technology company in Costa Rica specialised in ERP integrations.

I bring generative AI and automation into my production workflow. I turn briefs into clear, consistent execution, on short deadlines and with briefs that change.

02 AWARDS

Clio Awards 2026 — Gold and Silver

New York Festivals 2026 — Gold

For “Break Ads”, a speculative piece for KitKat. Digital Mobile / Banners & Rich Media · Direct / Digital Mobile.
Team of 4; my role: case design and contribution to the idea.

03 EXPERIENCE

Independent designer

2023 — PRESENT

- Crowd Intelligence · Costa Rica (remote). Technology company specialised in Oracle NetSuite, SAP services and B2B solutions. I design mailings, internal communications and product launch videos.
- LA LIGA · women’s football league. Full identity from scratch: logo, merch, banners, matchday materials and social content.
- Diócesis de Maldonado. A 10-template social system that works with or without imagery, in both orientations, run by a non-design team. I defined layout, typography and palette.
- Oasis · gym. Logo and brand concept for launch.

Graphic Creative · Cardinal

JUL 2025 — PRESENT

- Design and production of brand communication and campaign materials, digital and physical.
- Development of visual systems aligned to each client’s brand system.
- Integration of generative AI into production to cover high-volume needs.
- Light motion design, working alongside creative and strategy teams.

Graphic Creative · VML Uruguay

SEP 2024 — JUL 2025

- Creation and adaptation of materials for multichannel marketing campaigns.
- Translation of creative briefs and copy concepts into publication-ready visual execution.
- Retouching, compositing and AI integration in fast-paced production with simultaneous deliverables.

04 SKILLS

TOOLS	Illustrator · Photoshop · InDesign · After Effects · Figma · Framer · Capcut · HTML and CSS (basic)
AI AND AUTOMATION	Generative AI applied to production · Claude Cowork · Gemini · ChatGPT · Automation with n8n
DESIGN	Brand identity · Visual systems and consistency · Multichannel campaigns · Social content · Light motion design
LANGUAGES	Spanish (native) · English (C1)

05 EDUCATION

AI Automation with n8n

SENPAI ACADEMY · 2026

BA in Visual Communication Design

FADU — UDELAR · MONTEVIDEO, 2021-2025

06 CONTACT

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