

EXPERIENCE

RSG GROUP | GERMANY

Senior UX/UI Designer | 2021 - Present

Working closely with cross-functional teams to optimize digital products for leading fitness brands like McFIT, Gold’s Gym, and John Reed, ensuring a seamless user experience and visual consistency. Currently, focused on enhancing user engagement and retention of the new McFIT-App.

Graphic Designer | 2019 - 2021

I collaborated with a team to design solutions that improved user experience and performance across multiple channels. I created visual content for websites, ad campaigns, and social media, contributing to Europe-wide campaigns for brands like McFIT, John Reed, Heimat, and Gold’s Gym. I also supported marketing efforts by designing layouts, presentations, brochures, and digital assets. Additionally, I worked on key website redesign projects like RSG Group, Heimat, John Reed USA, Sergio Ramos by John Reed, and Gym80.

FREELANCE | FRANCE

UX/UI Designer - Visual Designer - Graphic | 2015 - 2019

Creating graphic design solutions for a diverse clientele, from startups to established businesses, ensuring alignment with their brand vision and objectives. Led the development and execution of comprehensive brand identities for multiple clients across various industries, ensuring alignment with their strategic objectives and target audience. Created visually engaging marketing assets like brochures, flyers, and social media graphics, optimizing design elements for maximum impact and audience engagement.

INTERSANTÉ EXPORT | FRANCE

Senior Graphic Designer | 2011 - 2016

I led the development of brand guidelines and applied them to various marketing materials. Working closely with cross-functional teams, I crafted digital ads, website assets, printed collaterals, and presentations to enhance brand visibility and engagement with potential clients.

FREELANCE | VENEZUELA

Graphic Designer | 2009 - 2010

Providing tailored graphic design services to a wide range of clients, from small to medium-sized businesses, while ensuring designs align with their brand vision and goals. Creating complete brand identities for clients in various industries, like restaurants, personal brands, architectural studios, etc. Designed impactful marketing materials, including brochures, flyers, corporal material, and restaurant menus among other varieties. Emphasizing high engagement and strong visual appeal.

DLB GROUP WORLDWIDE - BTL AGENCY | VENEZUELA

Senior Graphic Designer | Jun 2008 - Dec 2008

I led the design and execution of full-scale BTL campaigns for major Latin American brands, like Pepsi, LG, Farmatodo, and Trident among others. I managed key accounts, ensuring all creative deliverables aligned with client objectives and maintained brand consistency across various marketing channels. Additionally, I collaborated with cross-functional teams to oversee the seamless execution of campaigns from concept to completion, while also mentoring junior designers to help them grow their skills and contribute to the overall creative output of the team.

Graphic Designer | 2007 - 2008

Assisted in creating visually appealing marketing materials for major Latin American brands. Collaborated with cross-functional teams to deliver creative concepts that aligned with client objectives and brand guidelines. Ensured high-quality output and timely delivery for regional campaigns, maintaining brand consistency across all materials.

SKILLS

UX/UI

- Wireframing and prototyping
- Visual Design
- User Flows and Journey Mapping
- Interaction design
- Design Systems (Atomic design)
- Information Architecture
- User-Centered design
- Usability Testing
- User Research
- Creative Problem Solving
- Empathy and User Advocacy

GRAPHIC

- Branding & Identity
- Design Strategy
- Campaign development
- Graphic Design
- Visual Design

LANGUAGES

- English
- German
- French
- Spanish

TOOLS

- Figma
- Sketch
- XD
- Miro
- Zeplin
- Whimsical
- Mouseflow
- Maze
- UserTesting
- Webflow
- HTML/CSS
- Adobe Creative Suite
- Procreate / Dreams

EDUCATION

CERTIFICATIONS

Cal Arts - California Institute of the Arts / 2019

UX/UI Specialization

DEGREES

Nueva Esparta University / 2002 - 2007

Business Administration Design | Graphic Design