

Hi there,

My name is Alfonso. I'm a London-based Creative Specialist in Graphic Communication.

I have a background in Fine Arts, Art Direction and Design and 10+ years of experience designing concept-lead visual narratives. My process begins with a dialogue with the voices involved; I then amplify their vision through [coherent design](#) mindful of both production and display.

My approach to design is exploratory and open-ended. To extend my practice, I seek topics that I believe require further discussion and [research](#) them through graphic design. I also [experiment](#) with image-making to develop new visual languages.

My aim as a designer is to appropriate the experience and skills I've gained from commercial projects and channel them into social causes and projects that contribute to meaningful conversations.

If you have any questions about my work or experience, don't hesitate to get in touch. I look forward to hearing from you.

Thanks,
Alfonso

Employment		Education	
10/2016 — Present	Alfonso Cruz Ltd. Graphic Communication Setting up my Limited Company has allowed me to steer towards projects I believe can benefit society. Over the last years, I've worked with the cultural sectors supporting artists , assisting researchers with graphic communication tools and strategising activist campaigns.	09/2020 — 07/2022	Graphic Communication Design [MA] Central Saint Martins University of the Arts London
		09/2017	Agit-Zine [Workshop] Virgil Abloh x Neville Brody Nike Off Campus, London
12/2012 — 10/2016	MHG Design Graphic Designer At MHG Design we produced marketing campaigns through digital and printed channels. I was responsible for taking projects from conception to delivery and liaising with clients and suppliers.	06/2017	Art Direction [Short course] Chelsea College of Arts University of the Arts London
		03/2014	Screen Printing [Short course] Ink Spot Press Brighton
02/2012 — 07/2012	Edelman Digital Designer I was part of the public relations and marketing consultancy firm Edelman's Digital team, where we strategised and developed campaigns for clients like X-Box, Bose, Chrysler and Krispy Kreme, among others.	05/2013	100 Design Projects [Short course] Central Saint Martins University of the Arts London
		09/2008 — 09/2010	Product and Graphic Design [MA] Universitat de Barcelona
03/2011 — 02/2012	ASL Vision Designer As the in-house designer of ASL Vision, I was in charge of the brand's visual aspects and their products' software interface design.	09/2007 — 06/2008	Fine Arts [BA - Stage 3] Universidad de Málaga
		09/2005 — 06/2007	Fine Arts [BA - Stages 1 and 2] Universidad de Sevilla
Skills	Creative Campaigning, Art Direction, Identity Design, Editorial Design, Web Design, UI Design, Printmaking. Fluent in English and Spanish		