

I am a Creative Specialist in Graphic Communication, driven by the need to make a positive social impact.

I have an MA in Graphic Communication Design from Central Saint Martins (University of the Arts London) and a Licenciatura (BA + MA) in Fine Arts and Design from the University of Barcelona.

With 10+ years of experience designing concept-lead visual narratives across Graphic Design, Art Direction and Creative Campaigning.

My practice is rooted in a conscious design methodology, always prioritising socially responsible practices over everything else. This is not just from an environmental approach but also to create a viable system of understandable tools that go beyond aesthetics.

I am actively on the lookout for new projects and challenges within like-minded collaborative environments. I am open to working with projects big or small, I also offer pro-bono or concessionary services to support charities and causes.

If you’d like to work with me, [get in touch](#).

Alfonso Cruz (he/they)  
Graphic Communication

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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 few years, I’ve worked with the cultural sectors supporting artists, developed data visualisation tools for researchers, and strategised activist campaigns. My aim is to utilise my experience and skills to support social causes and meaningful projects.
12/2012 – 10/2016	MHG Design Graphic Designer	At MHG Design, we produced design lead 360 marketing campaigns. I was responsible for handling projects from conception to delivery whilst liaising with both clients and suppliers. Working across digital and printed media expanded my coding and print production knowledge.
02/2012 – 07/2012	Edelman Digital Designer	I was part of the PR and marketing consultancy firm Edelman’s Digital team, where we strategised and developed online campaigns for clients like X-Box, Bose, Chrysler and Krispy Kreme. Working with blue-chip corporations gave us access to test and adopt early social media functions such as interactive Facebook pages.
03/2011 – 02/2012	ASL Vision Designer	My initial task at ASL Vision was to design the interface for ASL 360, the world’s first ever stand-alone system for industrial vehicles offering the operator a bird’s eye real-time view of the vehicle and its surroundings. I then developed the branding and packaging for this product with the marketing team and supported the production of advertising collaterals.

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
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
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
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, Research through Graphic Analysis, Editorial Design, Branding, Web Design, UI Design, Imagemaking, Printmaking. Fluent in English and Spanish

