

Alex Cifuentes

Web/Graphic & Motion Designer



[PERSONAL INFO]

04/10/1992

Madrid, España

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Personal Projects

disorderlab.com

[ABOUT ME]

Making the world around us easier to navigate by bringing order to chaos. Communication, simplicity, and usefulness are the values that define me. What truly matters is the message and the emotion it evokes.

[BASIC EDUCATION]

Master's Degree in Programming for Creatives

Labasad Barcelona School

Training as a web developer and digital project manager.

Master in Graphic and Multimedia Designer

Centro Universitario Villanueva

Training as an expert designer in branding and development of audiovisual identities.

Degree in Journalism

Universidad Rey Juan Carlos and Centro Universitario Villanueva
Technical specialist in digital and audiovisual media.

[SKILLS]

Idea Generation + Concepts

Creation of creative concepts for development of coherent visual identities, as well as campaign ideation.

Art Director + Design

Experience in overseeing branding and design projects for all types of online and offline pieces.

Motion Grapher + Film Edition

Specialized in creating and animating 2D visual pieces, as well as editing and producing corporate videos.

Web Design and Development

Integrating code into the creative process and developing interactive interfaces using HTML, CSS, JavaScript, and generative art (P5.js).

[ADDITIONAL TRAINING]

Storytelling Audiovisual

SHIFTA by Elisava

Creating and producing brand stories across different channels.

Motion Graphics Master

Escuela Trazos

Bringing conceptual designs and brand identities to life in a 2D environment.

Brand Planning and Creative Strategy

Brother Madrid Escuela Creativa

Developing the strategy, communication plan, concepts, and creative assets to build memorable brands and campaigns.

[COMPANY EXPERIENCE]

STAY App

Visual Designer

(April 2022-Now)

Estudio John Pepe

Graphic and Editorial Designer

(November 2016-February 2017)

Momentum - Mccann

Art Director Junior

(June 2016-November 2016)

[FREELANCE EXPERIENCE]

Mutu Branding Studio

Art Director, Graphic Designer and Motion Grapher.

(November 2019-Actually)

Mr. Barker y sus becarios

Art Director, Graphic Designer and Motion Grapher.

(October 2017-October 2019)

[CLIENTS]

Fundación Real Madrid/

Comunidad de Madrid/ Hotelkit/

Barceló Hotel Group/ Leroy

Merlin/ Cámara de Comercio

Madrid/ Fullstep / EDDM /

Adática / Ayuntamiento

de Toledo