

# Alex Cifuentes

## Web/Graphic & Motion Designer

Madrid, Spain | (+34) 628460801 | alexcifuentesmartinez@gmail.com

[Linkedin](#) | [Web Portfolio](#)



### [WORK EXPERIENCE]

#### Visual Marketing Designer SaaS - STAY App (April 2022-Present)

**Optimized** digital campaign conversions by **30%**, aligning visual communication with product functionalities.

**Strengthened** brand identity through **multichannel strategies** that reinforced client communication and market positioning.

**Increased** feature adoption by **35%** through targeted promotion and client training within the Academy project.

#### Art Director & Multimedia Designer Freenlance (October 2017-Present)

**Built** brand identities for **over 20 clients**, increasing recognition by an average of **40%** through branding and storytelling.

**Directed** audiovisual productions, coordinating teams and delivering campaigns with an **ROI of up to 4:1**.

**Advised** clients on visual projects, ensuring clear and engaging communication of their products and services.

#### Experience Designer & Creative Developer DisorderLab (Personal Projects) (December 2024-Present)

**Developed** personal projects combining design, creative coding, and interactivity.

**Created** prototypes to explore new forms of interaction between users, brands, and technology.

**Explored** visual narratives on diverse topics, with a focus on applying them to **data-driven storytelling** and visualization projects.

### [HARD SKILLS]

**Creative Project Leadership**  
Leading brand initiatives and audiovisual productions with full accountability and consistent results. project's identity.

**Design Without Boundaries**  
Multidisciplinary design from concept to web, with expertise in animation and interactivity.

**Strategic Vision in Motion**  
Specialized in SaaS, applying analytical thinking and creative solutions to explain products and features while engaging clients in the project development.

**Innovation at Its Core**  
Personal projects as labs for experimentation, inspiring fresh approaches for clients and teams.

### [ACADEMIC BACKGROUND]

**Master's Degree in Programming for Creatives**  
Labasad Barcelona School  
Training as a web developer and digital project manager.

**Motion Graphics Master**  
Escuela Trazos  
Bringing conceptual designs and brand identities to life in a 2D environment.

**Master in Graphic and Multimedia Designer**  
Villanueva University Center  
Training as an expert designer in branding and development of audiovisual identities.

**Brand Planning and Creative Strategy**  
Brother Madrid – Creative School  
Developing the strategy, communication plan, concepts, and creative assets to build memorable brands and campaigns.

**Audiovisual Storytelling**  
SHIFTA by Elisava  
Creating and producing brand stories across different channels.

### [BEYOND WORK]

**Cooking** is my creative refuge, helping me disconnect and recharge. As an **Open Water diver**, I've discovered the beauty of marine life, while **drawing** keeps me relaxed and sparks new ideas. Music —especially **experimental electronic sounds**— inspires me to explore new worlds, and traveling, particularly in **Southeast Asia**, fuels my curiosity for cultures and traditions.