Alex Cifuentes
Visual & Motion Designer

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Multidisciplinary **Visual, Motion & Brand Designer with 7+ years of experience** crafting cohesive visual identities and engaging design solutions for digital products and global brands. Skilled in managing projects from concept to delivery, translating ideas into impactful visual experiences across digital, print, and motion.

CORE SKILLS

Design & Branding
Experienced in creating visual identities and layouts that connect strategy with creativity using Adobe Creative Suite and Figma.

Motion & Video
Design and animate motion pieces that bring ideas to life with After Effects and Premiere Pro, balancing storytelling and visual rhythm.

Digital & Interactive
Design and build visuals for web and digital campaigns using HTML, CSS, JavaScript, and creative libraries like GSAP and Three.js, ensuring responsive, engaging layouts across devices.

Collaboration
Work closely with creative and marketing teams to deliver clear, engaging designs aligned with brand goals.

PROFESSIONAL EXPERIENCE

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

Increased **campaign conversion by 30% and feature adoption by 35%** through redesigned visuals, explainer videos, and data-informed A/B tests.

Built **visual systems and templates** in Figma and After Effects, reducing production time by 25% across campaigns.

Produced **motion explainers and Academy tutorials** that improved user onboarding and retention metrics.

Partnered with **marketing and product teams to align storytelling with brand strategy,** increasing customer activation.

Freelance
Art Director & Multimedia Designer
(October 2017-Present)

Developed **brand identities and campaigns for 20+ clients,** achieving up to **4:1 ROI and +40% brand recognition.**

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

Delivered **web, print, and motion assets across** sectors (SaaS, lifestyle, education, hospitality).

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

Designed **interactive prototypes and data-driven storytelling experiences** using GSAP, Three.js, and creative coding.

Explored **AI-driven design workflows** and **generative visuals** to merge art, technology, and user interaction.

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.

Spanish Native
English Fluent (professional level)