

Alex Cifuentes

Web/Graphic & Motion Designer

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[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.