



Luis Caballero

UI/UX Designer

CONTACT

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ABOUT

- > UI/UX Designer with coding knowlege and a graphic design background.
- > Over 5 years of experience working as a brand designer and 2 years as a freelance illustrator.
- > Very curious person, hardworking and always eager to learn new things and expand my skillset.
- > Easy-going individual who love to work in teams, with highly organization skills and attention to detail.

WORK EXPERIENCE

Jan 2021 - Now **UI/Web Designer at tink, Berlin**

tink.de

Responsible for the global user interface and marketing landing pages.
Implemented and organized processes, workflows and the design system.

March 2018 - Jan 2020 **Freelance graphic designer & illustrator, Berlin**

Freelance work supporting design agencies with my vector illustration and graphic design skills.

July 2015 - Oct. 2017 **Graphic designer at The Marmalade, Hamburg**

themarmalade.com

Responsible of the corporate design implementation within the company in all media, including the website (through a CMS and giving feedback to developers)

Dec 2013 – Jan 2015 **Graphic designer at Factor Design, Hamburg**

factor.partners

Part of the branding development team with projects for clients such as Gardena, Re/max, COR and Brot für die Welt.

Aug 2011 - Oct 2012 **Brand Guardian Trainee at Siemens Healthcare, Brand Management & Corporate Design, Erlangen**

Controlling and proper implementation of the Siemens Corporate Design Styleguides in all kind of physical media.

Nov 2006 – Jan 2010 **Online Marketing Consultant at GoViral, Copenhagen**

Responsible of the spanish market for the digital media implementation and activation of brands like Nissan, Pepsi or 7Up.




EDUCATION

Jan 2020 - March 2020	Full Stack Developer Bootcamp Le Wagon, Berlin
March 2011 - July 2011	DSH (Deutsche Sprachprüfung für den Hochschulzugang) Test Preparation Course Georg-Simon-Ohm-Hochschule, Nuremberg
May 2009 - Dec 2009	Adobe Desktop Publishing Software Course CICE School, Madrid
Sept 2006 – June 2007	Completion of two semesters abroad through the ERASMUS Programm University of Copenhagen
Sept 2002 – June 2008	Bachelor of Arts in Audiovisual Communication University of Sevilla

TECHNICAL SKILLS

- > Figma
- > Adobe Creative Suite (AI, PS, ID)
- > Design systems & guidelines
- > HTML, CSS, Sass & JavaScript
- > CSS architecture (BEM, ITSCSS)
- > Git & Github
- > Agile, SCRUM, Trello, Asana

LANGUAGES

-  **English** Fluent
-  **German** Fluent
-  **Spanish** Native