

# A R I A N A S C A L Z O

Graphic | UX/UI designer



## INTRODUCTION



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**Hi! I'm Ariana.** A spanish based graphic & UI/UX designer with a marketing and architectural background. I have a strong passion for illustration where I turn fantasies into reality and create a compelling and aesthetically attractive story through design.

I consider myself a creative, open minded and proactive individual, who enjoys teamwork and who is always willing to face new challenges.

## EDUCATION

**2020**

Graphic Design Masterclass  
*Udemy*

**2020**

Complete Web & Mobile  
Design  
UI/UX & Figma  
*Udemy*

**2019**

Digital Marketing: Content &  
community manager / facebook  
& google ads / email marketing  
*Galileo University: EDX*

**2018**

Rates - Quotes - CRS &  
Connectivities  
*Dingus Bookincenter*

**2015**

Level 3 award, supervising  
food safety in catering  
*High Speed Training*

**2016**

BA Architecture: Spaces & objects  
*University of the Arts of London*

**2008**

Foundation level 3 & 4: Art,  
design & media production  
*Ravensbourne College*

**2004**

Secondary School  
*British school of Gran Canaria*

**2008**

## LANGUAGES



## EXPERIENCE

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2019  
today

**Freelance Designer**  
Branding, graphic design,  
photography & editorial  
design

2019  
2021

**R2 Hotels | Comercial & Marketing Manager**  
Graphic design, social media,  
development & launching of  
sales, monitoring, hiring &  
negotiating with agencies &  
T.T.O.O, coding maintenance  
for booking integration for  
third party travel agencies

2016  
2018

**Patisserie Holdings | Merchandising Manager & Junior Graphic Designer**  
**Visual merchandising for 5 business brands with over 250 stores in the UK.** Store layout & design, performance data analysis, graphic design & creation of video-based training scheme to educate over 4000 employees.

2015  
2013

**Baker & Spice | Operations Manager & Junior Graphic Designer**  
Graphic design, managing staff members for 5 B&S stores in the heart of London, meeting KPI targets by increasing sales & minimizing costs through purchasing & labour cost control.

2012  
2011

**Baker & Spice | Sous Chef**  
Introduced & developed new organic dishes, organised supplies, received food deliveries & rotated stock.

2010  
2009

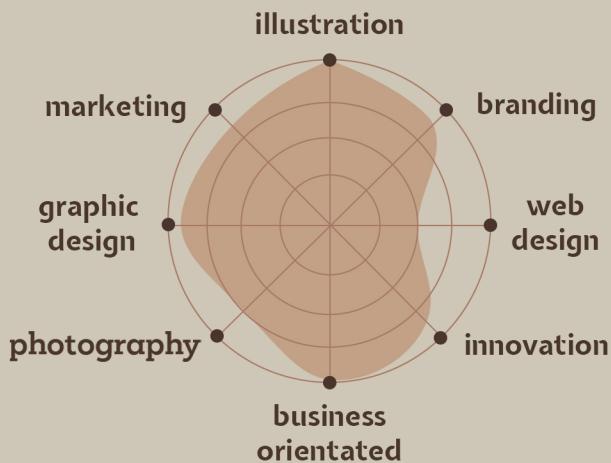
**Baker & Spice | Assistant Manager**

2008  
2006

**Baker & Spice | Sales Assistant**

## SKILLS

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## SOFTWARE

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- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe XD
- Adobe Fresco
- Adobe Capture
- Adobe Dimensions
- Figma
- Final Cut Pro
- Sketchup
- Autocad

## HOBBIES

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surf



photography



yoga



travel



interior design



cooking

Let's work together.