



# Nicolás Dacal

BRAND & UX/UI DESIGNER

**A Berlin-based Brand Designer with UX/UI expertise.**  
With a strong background in branding studios, I craft visual solutions that connect client needs with impactful design.  
Focused on user-centered experiences, I blend strategy and creativity to solve problems through thoughtful, engaging, and effective design.

COMMUNICATIVE / CREATIVE RESPONSABILITY / TEAMPLAYER /  
ANALYTICAL / INTERNATIONAL / POLYHEDRIC / CURIOUS MIND

→ [www.enedacal.com](http://www.enedacal.com)

## EXPERIENCE

NOW – 10.24 / BERLIN – MADRID

### SENIOR BRAND & UX/UI DESIGNER (FREELANCER)

- Brand personality & creative idea
- Online/Offline Communication

(HOTEL COMENIUS BERLIN, HOTEL FRIEDRICHSTADT DRESDEN)

05.24 – 03.23 / WHYBRAND – BERLIN

### MID/SENIOR BRAND DESIGNER

- Brand personality & creative idea
- Concept of design systems
- Pitch Deck design
- Naming & claim development
- Maintenance of digital brand portals
- Logo & corporate design
- Brand spaces such as trade fairs

(ARCELOR MITTAL, LINDE MH, WÖHNER, FUTURE SYSTEMS, SCHALTBAU, BARTEC, KPG ROTATION SYSTEMS)

02.23 – 03.21 / PRIVATE PIER INDUSTRY – BERLIN

### MID BRAND DESIGNER (E-COMMERCE)

- B2B / B2C - Online / Offline
- Packaging design
- Concept of design systems
- Pitch Deck design
- Brand material for trade fairs

(GRACE O'MALLEY, IRISH PURE, LEMANJA)

06.20 – 02.20 / KNOM DESIGN – MADRID

### TRAINEE / JR BRAND DESIGNER

- Strong focus on dynamic branding
- Motion graphics. High-level Usage of Adobe Package.

(CIVITAS PACENSIS, MUSEO REINA SOFÍA, AYO MADRID)

05.19 – 07.18 / SILENCIO VERDE – MADRID

### ART DIRECTION (FREELANCER)

- Project Manager and rebranding

06.18 – 07.16 / BID DI\_MAD. MATADERO – MADRID

### ART DIRECTION (FREELANCER)

- Layout and optimization of "bid18" publication
- High-level Usage of Adobe Package
- Strong focus on dynamic branding

## EDUCATION

02.25 – 10.24 / SPICED ACADEMY – BERLIN

### UX/UI BOOTCAMP

- Design Thinking / Storytelling / User Flows /  
/ User Journey / Prototyping / Design Systems
- User Testing / Pitch-deck

01.23 – 02.22 / SHIFTA BY ELISAVA – BARCELONA

### MASTER OF ARTS IN BRANDING

- Visual Identity / Naming / Brand Book /  
Brand Guide / Social Media / UX Branding

06.20 – 09.16 / ESCUELA SUPERIOR DE DISEÑO – MADRID

### BACHELOR OF ARTS IN GRAPHIC DESIGN

- Visual Identity / Typography / Editorial Design /  
Motion Graphics / Corporate Design / Developing  
and code / UX/UI Design / Illustration / Photography

10.16 – 04.16 / CICE SCHOOL – MADRID

### OFFICIAL ADOBE COURSE

- High-level Management: Ai, Ps, Id.  
Adapt to meet project-deadlines.y

## LANGUAGES

### → Spanish

Native

### → German

C1 (Advanced, Profesional)

### → English

C1 (Advanced, Profesional)



DE-Berlin / ES-Madrid

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