communicative/creative
responsability/**teamplayer**
analytical/international
polyhedric/**curious**

Nicolás Dacal

Brand & Visual Designer

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Hi! I am Nico Dacal, Berlin-based Brand & Visual Designer with a creative mind and a pragmatic approach to usability issues.
I enjoy bringing ideas to life and consider myself as a bridge between a client's needs and their external communication through graphic solutions.

Experience

05.24 **Brand Designer.**
03.23 WHYBRAND. Berlin.
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.
Clients: Arcelor Mittal, Wöhner, Future Systems, Schaltbau, Bartec, Linde MH, KPG Rotation Systems.

02.23 **Brand Designer. E-Commerce.**
03.21 Private Pier Industry GmbH. Berlin.
B2B / B2C - Online / Offline.
Packaging design.
Concept of design systems.
Pitch Deck design.
Brand material for trade fairs.
Clients: Grace O´Malley, Irish Pure, Lemanja.

02.20 **Trainee / Jr Brand Designer.**
06.20 KNOM Design. Madrid.
Strong focus on dynamic branding.
Motion graphics. High-level Usage of Adobe Package.
Clients: Civitas Pacensis, Museo Reina Sofía, Ayto Madrid.

05.19 **Art Direction. Freelancer**
07.18 Silencio Verde/Tanja Rohmann. Madrid.
Project Manager.
Rebranding.

06.18 **Art Director. Freelancer.**
07.16 "BID di_mad". Matadero Madrid.
Layout and optimization of "bid18" publication.
High-level Usage of Adobe Package.
Strong focus on branding.

01.14 **Graphic Designer. Landscape Design-büro.**
10.15 Frank-ad. Berlin.
Aesthetics and balance on nature and architecture.
3D Modelling at different scales.

Education

01.25 **UX/UI Bootcamp.**
10.24 SPICED Academy Berlin. Online
Design Thinking / Storytelling / User Flows
User Journey/ Prototyping / Design Systems
User Testing / Web Development.

01.23 **Master of Arts in Branding.**
02.22 Shifta by ELISAVA Barcelona. Online
Visual Identity / Naming /
Brand Book / Brand Guide /
Social Media / UX Branding.

06.20 **Bachelor of Arts in Graphic Design.**
09.16 ESD Madrid
Corporate Identity / Packaging /
Tipography / Motion graphics.

04.16 **Official Adobe course.**
10.16 CICE School. Madrid.
High-level Management: Ai, Ps, Id.
Adapt to meet project-deadlines.

Languages

Spanish
German
English