



## JAIME CEREIÑO BOTANA

jaimecereiñobotana@gmail.com | +34 644 43 26 86 | [Portfolio](#)

Designer from the UPV with award-winning projects and showcased works. Always driven by a great creative eagerness and a desire to learn new skills. Experienced in graphic design and illustration. Very dexterous in communication and project presentation. Always willing to explore new challenges and expand a multidisciplinary skillset.

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### Design, graphic design and communication for project *Hira x Systemtronic*

- In September 2024 Systemtronic published a briefing on the development of a coat rack that would fit their catalog. My team designed and pitched 4 options to the company, that showed great interest in one of them. After a redesign, I made two panels and prepared a presentation with which we got Systemtronic to choose coat rack *Hira* before the designs of 12 other teams. *Hira* was showcased during Feria Hábitat València 2025

### Labels for *Nostre* (wine brand)

- In 2024, ETSIADI organized a wine labeling competition, open to all students. The designs had to reflect the identity of UPV through storytelling. Together with two classmates, I presented *Nostre*, a proposal that elegantly reclaimed the product's identity. The jury unanimously selected our work, praising both the naming and the elegance of the design. Moreover, in 2025, our branding accompanied the bottles that UPV sent as gifts to other universities.

### Posters, playbill and motion graphics for *Reflections of the Multiverse* (theater play)

- This May, I worked as a graphic designer at Área de Acción Cultural. To promote the play *Reflections of the Multiverse*, I was asked to create an A3 poster, a program, and graphics for social media. I ended up designing two posters and incorporating motion graphics into the online material, maintaining a colorful aesthetic that reflected the diversity of the ten micro-plays in the production. Thanks to this, all tickets for the 4 performances were sold out.

### Set design for *Zombie Zone* in Emperador (Valencia)

- For Halloween 2025, in collaboration with the Emperador Town Council, the company Clarió organized a zombie-themed experience that took place throughout the municipal building. As a member of the set design team, I assisted in planning the route and overall atmosphere. I also designed and produced a series of traffic-style signs featuring pictograms and short messages that either explained the game's rules or enhanced the setting. The signs were printed in high quality and placed at key points along the route, helping create a much more immersive experience.

### Thumbnails for Moifez (YouTube channel)

- In February 2021, I volunteered to design the thumbnails for Moifez's YouTube channel. The goal was to maximize views, which I achieved conveying the content of each video in the most appealing way, ensuring that viewers would enter and remain in the video. Since then, I have been in charge of the thumbnails for most of his videos, several with over 400k views.

### Illustrations for *Braids of the Northern Sea* (short story)

- Another commission I received from Moifez was a collection of 30 illustrations for his self-published story *Braids of the Northern Sea*. He asked me to develop an aesthetic that could evoke both Viking and Polynesian cultures, so I incorporated elements and features from the art of both traditions. The story was released in three chapters between March and April 2024.

## **EDUCATION**

**Polytechnic University of València** — Industrial Design Engineering and Product Development

September 2021 – June 2025

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## **LANGUAGES**

- Spanish (native)
  - English (C1 certified by Cambridge)
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## **TOOLS AND SOFTWARE**

- Adobe (Photoshop, Illustrator, Premiere, InDesign, After Effects y Firefly)
- Office (PowerPoint, Word, Excel, Project y Teams)
- Figma (colaborative design)
- Krita (image edition)
- SolidWorks (3D modeling and planning)
- Rhinoceros (3D modeling)
- AutoCAD (3D modeling)
- Keyshot (Image rendering)