Leonor González Rodríguez

Madrid, SPAIN

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Linkedin

Portfolio

Creative and detail-oriented Graphic Designer with a strong interest in brand identity, art direction, advertising, web, and editorial design. Thrives in dynamic environments, bringing initiative, adaptability, and a collaborative mindset to every project. Passionate about taking on challenges and finding innovative solutions through strategic design, guided by critical thinking, continuous learning, and effective communication. Committed to delivering high-quality results under pressure and transforming ideas into impactful visual solutions.

EDUCATION

UDIT, UNIVERSITY OF DESIGN, INNOVATION AND TECHNOLOGY | MADRID   *2021-2025*

Bachelor's Degree in Graphic Design and Multimedia

SAN FRANCISCO DE ASÍS HIGH SCHOOL | MADRID   *2020-2021*

Senior year – Technological Sciences

OLATHE SOUTH HIGH SCHOOL | USA   *2019-2020*

Junior year as a forexchange student

AWARDS

SILVER LAUS 2025   *2025*

Issued by ADG Laus 2025
Awarded with Silver Laus in the Advertising category for my project "Walk Away"

ADDITIONAL INFORMATION

- Waitress and bartender at the Gulaspintxos restaurant and at celebrations at the NH Las Ventas Hotel from 2021-2024
- Summer camp counselor in 2019
- Driver's license and own car

SOFTWARE

- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Cinema 4D, Procreate, Canva.
- Web & Development: Figma, WordPress, Elementor, GitHub, Visual Studio, Front-end & Back-end fundamentals.
- Productivity: Microsoft Office Suite, AI tools (ChatGPT, others).

WORK AND EXPERIENCE

PUERTAS GISMERO S. L   *2024-CURRENTLY*

Contract for work and services as a Graphic Designer and Web Designer

- Website creation with WordPress and Elementor
- Maintenance of the company's website at the logistical level and for new projects
- Design of the new style sheets that were applied to the new website
- Web Hosting Setup: Host websites, emails, and SEO tools

LANGUAGES

- Spanish – Native
- English – C1 Level (Exchange year in USA, British Council classes 2008–2019)

SUPPLEMENTARY TRAINING

- Domestika Course: Creating a Professional Website with WordPress
- Lara Lussheimer Creative Seminar
- Workshop Atelier Works | London
- Workshop Jeremy Leslie, MagCulture | London
- Workshop Stuart Gough, Pentagram | London
- Lecture: Graphic Design as a Path to Vindication and Ethics – David Criado
- Lecture on Typography – José Ramón Penela