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AI & AUTOMATION

- Midjourney
- Copilot/ Claude
- ChatGPT / Claude
- Flux
- Automation
- Asset Generation

TECH & WEB

- HTML5 / CSS3 / JS
- Bootstrap / Flexbox / Grid
- Figma / XD AI PS
- CMS (WordPress, Shopware, Shopwave)
- Google Marketing/ Analytics

LANGUAGES

Spanish	Native
Basque	Intermediate (B2)
English	Advanced (C1)
German	Intermediate (B2)

OSKAR MARIJUAN

Senior Graphic & Web Designer with AI Expertise

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Hybrid professional with nearly 30 years of experience in design, web development, and digital marketing. Specialized in integrating AI to optimize creative workflows, enhance audiovisual assets, and automate processes. I combine a solid technical foundation (HTML, CSS, JavaScript, CMS, Analytics) with high aesthetic sensitivity to create impactful digital solutions focused on efficiency, conversion, and agile methodologies.

PROFESSIONAL EXPERIENCE

Frontend Developer & Digital Designer   2022 - 2024

Newsenses (Media Agency) | Munich, (DE)

- Web development and maintenance for corporate clients (SPIE/ROBUR).
- Management of email marketing campaigns, database and system migration.
- Implementation of advanced analytics (UI-GA4) and UX/UI optimization.
- Creation and editing of multimedia content (image/video) with digital tools.

Digital Designer   2021

Fossil Group EMEA | Bavaria, (DE)

- Design of landing pages, microsites, and forms for global campaigns (EMEA).
- Campaign data management in Salesforce and Workfront.
- Adaptation of creative materials for display ads and social media.

Freelance UX/UI & Web Designer   2018 - 2021

Munich (DE) - Madrid (ES)

- End-to-end design and implementation of online marketing campaigns.
- Wireframing and prototyping for various international clients.

Web & Email Designer / Frontend   2007 - 2017

RS Components | Madrid (ES) - London (GB)

- 2014-2017 (Web Designer): Agile CMS development for UK, deployment in APAC/EMEA, and usability testing.

- 2014 (Frontend): Email automation using XML/XSLT.
- 2007-2014 (Email Designer): Collaboration in international teams and UX improvement.

FURTHER EDUCATION

2025 AI (Claude, ChatGPT, Gemini) *Munich (Online)*
2024 Professional Coaching AVGS *Coaching Profesco, Munich*
2022-24 Google Analytics / Email Marketing *Bravo/Sendinblue Course (Online)*
2022-23 German Course BSK B2 *Munich*
2016-17 Lee Hecht Harrison (Outplacement) *Madrid-Munich*
2010 XML-XSLT *IBM, Madrid*
2009 EF English Courses - Oxford *Oxford (UK)*
2007-08 Web Designer & Media Designer *Formatik, Madrid*
2005-06 Open Source and Dreamweaver Advanced *IFE, Madrid*
2004-05 Editorial Production Engineer *Cepef, Madrid*
2003-04 Development of IT Applications *IES Artabe II, Bilbao*
1994-95 Desktop Publishing Expert *INEM, Bilbao*

Portfolio: oskar-marijuan.web.app |
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