



# OSKAR MARIJUAN

## Senior Graphic & Web Designer with AI Expertise

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.

### 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)

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

## FURTHER EDUCATION

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

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**Portfolio:** [oskarmarijuan.web.app](https://oskarmarijuan.web.app) |  
**LinkedIn:** [linkedin.com/in/oskarmarijuan](https://linkedin.com/in/oskarmarijuan)