



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.

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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)

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

Portfolio: oskarmarijuan.web.app |

LinkedIn: linkedin.com/in/oskarmarijuan