www.enedacal.com

Nicolás Dacal

BRAND & VISUAL DESIGNER

A Madrid/Berlin-based Brand Designer with UX/UI expertise. With a strong background in branding studios, I craft visual solutions that connect client needs with impactful design.

Focused on user-centered experiences, I blend strategy and creativity to solve problems through thoughtful, engaging, and effective design.

COMMUNICATIVE / CREATIVE RESPONSABILITY / TEAMPLAYER / ANALYTICAL / INTERNATIONAL / POLYHEDRIC / CURIOUS MIND

EXPERIENCE

10.24 - NOW / ENEDACAL - BERLIN/MADRID
SENIOR BRAND & UX/UI DESIGNER (FREELANCER)
→ Brand personality & creative idea
→ Online/Offline Communication

(HOTEL COMENIUS BERLIN, HOTEL FRIEDRICHSTADT DRESDEN)

03.23 - 05.24 / WHYBRAND – BERLIN
MID/SENIOR BRAND DESIGNER
→ Brand personality & creative idea
→ Concept of design systems
→ Pitch Deck design
→ Naming & claim development
→ Maintenance of digital brand portals
→ Logo & corporate design
→ Brand spaces such as trade fairs

(ARCELOR MITTAL, LINDE MH, WÖHNER, FUTURE SYSTEMS, SCHALTBAU, BARTEC, KPG ROTATION SYSTEMS)

03.21 - 02.23 / PRIVATE PIER INDUSTRY – BERLIN
MID BRAND DESIGNER (E-COMMERCE)
→ B2B / B2C - Online / Offline
→ Packaging design
→ Concept of design systems
→ Pitch Deck design
→ Brand material for trade fairs

(GRACE O´MALLEY, IRISH PURE, LEMANJA)

02.20 - 06.20 / KNOM DESIGN – MADRID
TRAINEE / JR BRAND DESIGNER
→ Strong focus on dynamic branding
→ Motion graphics. High-level Usage of Adobe Package.

(CIVITAS PACENSIS, MUSEO REINA SOFÍA, AYTO MADRID)

07.18 - 05.19 / SILENCIO VERDE – MADRID
ART DIRECTION (FREELANCER)
→ Project Manager and rebranding

07.16 -06.18 / BID DI_MAD. MATADERO – MADRID
ART DIRECTION (FREELANCER)
→ Layout and optimization of "bid18" publication
→ High-level Usage of Adobe Package
→ Strong focus on dynamic branding

EDUCATION

10.24 - 02.25 / SPICED ACADEMY – BERLIN
UX/UI BOOTCAMP
→ Design Thinking / Storytelling / User Flows /
/ User Journey / Prototyping / Design Systems
User Testing / Pitch-deck

02.22 - 01.23 / SHIFTA BY ELISAVA – BARCELONA
MASTER OF ARTS IN BRANDING
→ Visual Identity / Naming / Brand Book /
Brand Guide / Social Media / UX Branding

09.16 - 06.20 / ESCUELA SUPERIOR DE DISEÑO – MADRID
BACHELOR OF ARTS IN GRAPHIC DESIGN
→ Visual Identity / Typography / Editorial Design /
Motion Graphics / Corporate Design / Developing
and code / UX/UI Design / Illustration / Photography

04.16 - 10.16 / CICE SCHOOL – MADRID
OFFICIAL ADOBE COURSE
→ High-level Management: Ai, Ps, Id.
Adapt to meet project-deadlines.y

LANGUAGES

→ **Spanish**
Native
→ **German**
C1 (Advanced, Profesional)
→ **English**
C1 (Advanced, Profesional)

Nicolás Dacal 20/11/1990
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