



Carolina Figueroa

Visual Designer

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About me

I am a creative visual designer with a strong passion for composition, web design, social media ads, illustration, UX/UI, and motion graphics. I have extensive experience in digital and visual media, creating marketing projects, newsletters, web, social media ads and working with printing materials. With a thorough understanding of the Adobe Suite, HTML5/CSS, and excellent composition skills, as well as a keen eye for color, I have successfully designed marketing campaigns for premium products.

As a person, I am hardworking, enthusiastic, solution-oriented, curious, and fast-learning. I am also passionate about movies, books, photography, and good food. I am eager to work with creative, hardworking, and inspiring individuals who share my passion for design and innovation.

Work experience

Web Designer • Drinks&co (Pernod Ricard)

Top wine and spirits marketplace in Europe

01/2020 - 02/2023 • Barcelona, Spain

I was part of the design team that created daily graphic assets for newsletters, web banners, and landing pages. During my time on the team, I played a key role in optimizing newsletter templates, making them more mobile and dark mode friendly. Additionally, I was responsible for designing visual assets for social media ads. Throughout my work, I collaborated closely with the marketing team to ensure that our designs aligned with their goals and objectives.

Graphic Designer • American Flyers

U.S.A Airline Pilot School - Latinamerican office

02/2018 - 02/2020 • Cochabamba, Bolivia

I designed and delivered comprehensive social media posts. I also created visually appealing assets for newsletters and presentation slides. As part of my responsibilities, I led the refresh of the design for their informative triptych and graduation programs. In doing so, I worked closely with the marketing team in Bolivia and the office in the U.S.A., ensuring that all designs met their respective goals and objectives.

Graphic Designer • Digital Consulting Group

Digital Marketing Agency

08/2016 - 08/2019 • Cochabamba, Bolivia

Lead team to planification, design and deliver social media post, branding and creative assets for marketing campaigns.

Freelance

UI designer • UZZEE Project

App project with the goal to help students to easily locate their classrooms and move quickly through the University. I was in charge of design, prototype and deliver the sign in and route UI, and design and define color and icons.

Education

Master in Motion Graphics / Illustration

IDEP • Barcelona • 2020

Master in Web Design

CIPSA • Barcelona • 2022

UX/UI Bootcamp

OpenBootcamp • Barcelona • 2023

Skills

Design

Web design - UX/UI

Newsletter design

Social Media post

Motion Graphics/3D

Illustration

Branding

Technical

Illustrator

Photoshop

After Effects

Premiere

HTML | CSS

Figma

Trello

Splio

Slack

Languages

Spanish - Native


English - C2 proficient

Portfolio

behance.net/randomphenomena

dribbble.com/randomphenomena

Certifications

 Figma - essentials
"Udemy"

 UX design rules
Crehana - 2017

 Flat Design: Web design
Crehana - 2017