Carolina Figueroa

Visual Designer | Web Designer | UX&UI

Contact

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Portfolio

www.randomphenomena.com

Skills & Tools

Figma | Illustrator | Photoshop | After Effects | Premiere | HTML | CSS | Prototyping | Slack | Wireframing | Interaction Design | Branding | Creativity | Communication skills | Proactive | Adaptability and Organization skills

Languages

Spanish - Native
English - C2

Education

Master in Motion Graphics / Illustration
IDEP · Barcelona · 2020

Master in Web Design
CIPSA · Barcelona · 2022

UX/UI Bootcamp
OpenBootcamp · Barcelona · 2023

Certifications

Figma - essentials
Udemy

UX design rules
Crehana

Flat Design: Web design
Crehana

About me

I am a Visual web designer with a strong passion for composition, social media ads, illustration, UX/UI, and motion graphics. Professional, detail-oriented, responsible, enthusiastic, and perfectionist. I have extensive experience in creating marketing projects, newsletters, and social media campaign ads. 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

Graphic designer • Anchovy (9h)

Digital agency
07/2023 - 09/2023 • Malta, Remote

- Collaborated with the design team to create innovative and visually appealing content for diverse stakeholders, including social media posts, animations, and reels.

Web Designer • Drinks&co (Pernod Ricard)

Wine and spirits marketplace
01/2020 - 02/2023 • Barcelona, Spain

- Contributed to design team by crafting daily graphics for newsletters, web banners, and landing pages.
- Enhanced mobile and dark mode friendliness of newsletter templates to improve user experience.
- Collaborated closely with marketing to design visuals for social media ads aligned with strategic goals.

UI designer • UZZEE Project

2020 - remote

- Contributed to an app project focused on assisting students in quickly locating classrooms within the University.
- Led design efforts, handling tasks such as prototyping, sign-in and route UI creation, and conceptualizing color schemes and icons for improved visual aesthetics and functionality.

Graphic Designer • American Flyers

U.S.A Airline Pilot School - Latinamerican office
02/2018 - 02/2020 • Cochabamba, Bolivia - remote

- Developed visual guidelines for social media, creating captivating assets for newsletters and presentations.
- Led the redesign of informative materials, ensuring design alignment with goals.
- Collaborated closely with both Bolivian marketing team and U.S.A. office to maintain consistency and effectiveness across designs.

Graphic Designer • Digital Consulting Group

Digital Marketing Agency
08/2016 - 08/2019 • Cochabamba, Bolivia

- Developed visual guidelines for social media and created captivating assets for newsletters and presentations.