



Carolina Figueroa

Designer

+34 644941465 · Barcelona, Spain
carolina.figueroa.herbas@gmail.com
<https://www.linkedin.com/in/carolina-figueroa-herbas/>

About me

I am a creative digital designer with a strong passion for composition, social media ads, illustration, UX/UI, and motion graphics. 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

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 visual guidelines. 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

Graphic design and Visual communication

Universidad Mayor de San Simon · Bolivia · 2014

Master in Motion Graphics / Illustration

IDEP · Barcelona · 2020

Master in Web Design

CIPSA · Barcelona · 2022

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