

# Sara De La Calle Maroto

UX UI Design · Advertising & PR

Passionate about advertising since I can remember. I started to be interested in UX/UI to develop professionally and ended up loving it.

✉ Saraxhy94@gmail.com

📍 Madrid, Spain  
Geographical mobility

📞 679273652

## Tools:

Photoshop	Figma	HTML
Illustrator	Sketch	CSS
Indesign	XD	

**M** @saraxhy94

**Bē** sara\_calle\_maroto

**in** sara\_de\_la\_calle\_maroto

🌐 Portfolio web

## Education

### Master in Neuromarketing Nebrija University - INESEM

Feb. 2020 - Present

### Bootcamp UX UI Design Ironhack

Aug. 2020 - Oct. 2020

### Degree in Advertising & PR Rey Juan Carlos University

Sep. 2015 - Jun. 2019.

TFG mar 2020.

### Master in Graphic Design Aulacreactiva

Aug. 2018 - Oct. 2018.

### Certificate of Higher Education in Management of Tourist Accommodations

Santa Gema Galgani

Sep. 2013 - Jun. 2015.

## Courses

- Marketing digital
- Community manager

## Languages

Spanish - Mother tongue  
English - B2  
Chinese - Beginner

## Career experience

### Project Manager Evoluziona Group

Feb. 2020 - Present

- Creative concept creation and project definition
- Preparation of proposals for digital projects
- Construction of user experiences in digital projects
- Design team planning and management
- Control of resources and constraints
- Negotiation and management of suppliers

### Marketing department Faunia

sep. 2019 - nov. 2019 - Internship

- Visual design of the commercial proposals (B2B) and audiovisual materials for fairs.
- Creation of user experiences in events.

### Communication & PR Palladium Hotel Group

(Ushuaïa, Hard Rock Hotels, Palladium Hotels, ...)

mar. 2019 - Aug. 2019 - Internship

- Coordination with communication agencies
- Content creation and text correction
- Preparation of press kits.
- File manager update.