

ANAMUNOZ

Midweight Graphic Designer

Summary

Dynamic and data-driven Midweight Designer with a proven track record in driving impactful marketing campaigns and design team leadership. Proficient in utilizing cutting-edge Ai and design tools, fostering creative environments. Seeking a midweight graphic designer role in London's creative agency or marketing department.

Education

University of the Arts London (UAL)

Bachelor of Arts
Illustration and Visual Media

London, UK
Sep 2020 - Oct 2021

Granada School of Arts (EAG)

Higher National Diploma
Illustration & Creative Media Production

Granada, Spain
Sep 2018 - Jun 2020

Contact

Portfolio: anamunozwebsite.com
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Skills

Hard

Adobe Creative Suite, Branding & Identity Design, Project & Team Management, Illustration/Artwork, Midjourney, Asana / Monday.com / Slack, Figma, MS Office, Wacom Touch Screen Table

Soft

Communication, Flexibility, Problem Solving, Collaboration, Resilience, Versatility

Experience

Midweight Designer Paridirect - VELI GROUP

London, UK
Dec 2022 - Feb 2024

Developed brand identity package, increasing brand recognition by 60%.

Directed end-to-end visuals for ATL/BTL marketing campaigns, driving a 43% increase in new registered customers, and a 37% rise in first-time deposits.

Introduced AI tools into the design team workflows, including Midjourney, Adobe Sensei, Jitter and Runway ML, enhancing team creativity and efficiency.

Managed and mentored a team of three designers, providing guidance to ensure high-quality deliverables (POS, OOH, Website, Social) within deadlines.

Implemented project management and design tools (Jira, Monday, Adobe CS) to create the assets database system and improve workflow efficiency.

Graphic Designer Freelancer

London, UK
Jan 2021 - Present

Independently managed design projects and collaborated with clients, marketing teams and agencies, including Chucs Restaurants, BYOC Camden Bar and Estudio PG.

Managed comprehensive B2B and B2C print and digital projects, crafting corporate materials such as catalogues, flyers, posters, and visual templates to support marketing initiatives.

Played a key role in photoshoots, proficiently retouching images, and ensuring the delivery of online and print-ready files.

Created unique and commercially appealing FMCG packaging to increase seasonal sales of different products, while maintaining brand essence.

Graphic Designer Genpax Ltd.

London, UK
Oct 2020 - Jan 2021

Spearheaded the development of Genpax's complete brand identity, overseeing logo creation and formulation of brand guidelines.

Ensured consistency across diverse touchpoints including website and social media.

Led the design of print materials for conferences and presentations, maintaining professionalism and innovation throughout.

Achieved a remarkable 500% increase in online engagement through the implementation of the refreshed brand identity.

Resulted in a cohesive brand experience that elevated Genpax's profile and strengthened stakeholder connections.

Artworker S.E. School St.Teresa

Granada, Spain
Feb 2020 - April 2020

Led a contracted initiative to transform the aesthetic of school classrooms.

Created large-scale artworks, developed hand-painted murals, and adeptly managed budgeting and timelines.

Graphic Design Internship Granada University

Granada, Spain
Oct 2019 - Dec 2019

Dynamically crafted graphic assets to promote diverse university events.

Designed over 100 compositions that effectively engaged the audience, resulting in a 43% increase in event attendance and audience participation.