

Andrea Alayón

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GRAPHIC AND WEB DESIGNER

Professional Experience

January 2023 - Present
Madrid, Spain
On-Site

Graphic Designer - SDLE

Corporate graphic design, development of digital and printed pieces to enhance the company's image and facilitate effective internal communication.

May 2020 - December 2022
Remote

Graphic and Web Designer - Quazart

Graphic and web design, UX/UI, application design, editorial design, video editing and development, and visual marketing strategies.

May 2019 - May 2020
Madrid, Spain
On-Site

Intern Graphic Designer - Binalogue

Graphic design for audiovisual pieces and graphic arts. Video editing, retouching, and photographic montages, web design, and social media.

March 2018 - August 2018
Caracas, Venezuela
On-Site

Professor - Instituto de Diseño de Caracas (IDC)

Professor of Graphic Design in the subjects of Lettering 2 and Illustrator.

March 2018 - August 2018
Caracas, Venezuela
On-Site

Graphic Designer - Sinectica

Graphic design specialized in Inbound Marketing for social media.

Education

2021 - 2022
Madrid, Spain

Advanced Master's in Conceptualization and Web Development, Full Stack. (In process)

Escuela de Diseño y Marketing (CEI)

2019 - 2020
Madrid, Spain

Professional Photography Course

Too Many Flash (TMF)

2019
Madrid, Spain

Postgraduate in Art Direction.

Instituto Europeo di Design (IED)

2015 - 2018
Caracas, Venezuela

Graphic Design

Instituto de Diseño de Caracas (IDC)

Skills

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, Figma, XD, Sketch, HTML/CSS

I have extensive experience in creating striking visual designs for various formats, including digital and print pieces. My focus is on conceiving innovative concepts and creative solutions that enhance the distinctive identity of each brand.

