



# Ana Muñoz Hidalgo

Graphic Designer & Illustrator  
| Branding, Marketing & Advertising

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

Spanish (Native)

French (Basic)

## About

As a Graphic Designer, I specialize in crafting print and digital projects that drive marketing initiatives across diverse communication channels. I thrive on discovering new storytelling approaches through design and illustration. From developing captivating marketing campaigns to creating retail-ready POS materials, I excel in translating complex briefs into creative and successful solutions, using both traditional and digital techniques.

With a strategic mindset and keen commercial awareness, I navigate the creative process independently while fostering collaborative relationships with stakeholders. My expertise lies in branding, advertising, and design direction, allowing me to push boundaries and develop innovative solutions that resonate with audiences. I approach each project with a warm enthusiasm and a commitment to excellence.

Let's connect and explore how my skills and expertise can elevate your projects and initiatives.

### BRANDS WORKED WITH

VELI GROUP

Genpax

Centro Privado de Educación Especial Santa Teresa de Jesus

Universidad de Granada

Eutopia Young Art Market

## Experience

### ● Midweight Designer

VELI GROUP | Dec 2022 - Mar 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.

### ● Freelance Graphic Designer

| Feb 2021 - Dec 2022

- Independently managed design projects including brand identities, websites, merch, packaging for clients and startups.
- 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 packaging to increase seasonal sales of different products, while maintaining brand essence.



### ● Brand Designer

Genpax | Oct 2020 - Jan 2021

- Led the creation of a compelling visual identity for GenPAX, resulting in a 500% increase in online engagement.
- Distinguished startup through thoughtful expression of values in logo design, brand guidelines, and more.

- Designed print materials for conferences and presentations, ensuring professional and polished collateral for impactful brand representation.

### ● **Illustrator**

Centro Privado de Educación Especial Santa Teresa de Jesus | Feb 2020 - Feb 2020

- Led a contracted initiative to transform the aesthetic of school classrooms through a strategic overhaul.
- Spearheaded the creation of large-scale artworks, intricately developed hand-painted murals, and adeptly managed budgeting and timelines.
- Demonstrated skills in conceptual design, painting, project management, and illustration throughout the project lifecycle.



### ● **Student Internship**

Universidad de Granada | Oct 2019 - Dec 2019

- Dynamically crafted graphic assets to promote diverse university events, identifying key touchpoints to formulate over 100 compositions that effectively engaged the audience.
- Spearheaded a notable 43% increase in event attendance, demonstrating a keen understanding of impactful design in driving audience participation.

### ● **Creative Artworker**

Eutopia Young Art Market | May 2019 - May 2019

Created custom gifts, posters, bottles decoration, portraits, caricatures and sculptures.  
Designed drawings and paintings using coloured pencils, markers, acrylic and watercolours.  
Illustration and publication of fanzines and children's books.

## **Education & Training**

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2021 - 2022

### ● **Master D**

Library and Information Science,

2020 - 2021

### ● **University of the Arts London**

Bachelor of Arts - BA,

2018 - 2020

### ● **School of Arts of Granada**

Higher National Diploma - HND,

2015 - 2017

### ● **Mateo de Inurria School of Arts**

General Certificate of Education (GCE),