



Mar Pérez Cerdeira

Freelancer Graphic Designer / Art Director

📍 Alicante, ES

🟢 Mar is **Available to work**

[Portfolio link](#)

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Links

[LinkedIn](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Graphic Design (Advanced)

Adaptation (Advanced)

POS Material (Advanced)

Marketing Design (Advanced)

Visual Identity Design (Intermediate)

Label Design (Intermediate)

Languages

Spanish (Native)

English (Work Proficiency)

Italian (Basic)

About

I have more than 10 years experience as a Graphic Designer focused on the communication and marketing sector: layout and design, illustration, and photo re-touching; I had collaborated with prestigious luxury brands such as: Hublot, Ulysse Nardin, Boucheron, IWC, Porsche Design, Baume & Mercier, Damiani, Massimo Dutti among others.

I am comfortable working as part of a team or individually and have a solid experience working with different designing software such as: Photoshop, Illustrator, InDesign and knowledge of After Effects, Html5 and Css3.

In addition to my experience and personal qualities, I have a solid education and passion for design and am extremely enthusiastic about creating new things.

As a collage artist I have participated in several exhibitions:

2023 - "Neither Forgotten, nor Recognized", Ateneo Cultural el Albéitar ULE, León

2022 - "A number of clouds", Échale Guindas Gallery, Madrid

2021 - "The privilege of living", Mujeres que cortan y pegan

2021 - "My House", Mados Gallery, Madrid

2020 - "Songs to remember", Sala Siroco, Madrid

2020 - "Collage and Word", El Matadero, Madrid

2020 - "A collage for her", Mujeres que cortan y pegan

2020 - "Rock, Fanzine and Scissors"

Open to collabs: mar@estudiodelmar.com

BRANDS WORKED WITH

Paper Culture

Estudio del mar

Diarsa

Atmira Espacio de Consultoria

Herrera Publicidad

Sistema para el Desarrollo Integral de la Familia del estado de Sonora

Experience



● Freelance Graphic Designer

Paper Culture | May 2021 - Now

- Art direction for the creation of design concepts for customizable cards and stationery based on a creative brief.
- Application of editorial design skills, including mastery of typography, visual hierarchy, color theory, and composition, with a minimalist, modern, and contemporary approach.

● Art director & Graphic Designer

Estudio del mar | Jan 2021 - Now

IWC Schaffhausen, Massimo Dutti, Hublot, Baume & Mercier, Número Once, etc.

- Visual Identity design: logo, typography, color palette, pattern, etc.
- Graphic design of invitations, stationery, press releases and newsletters.
- Create content and advertising pieces for different formats and digital media.
- Adapt Key-Visuals and concept art into different campaigns.
- Design and management of social media.

● Graphic designer

Diarsa | Oct 2011 - Feb 2021

- Responsible for producing brand-consistent graphic art and visual materials to support marketing and communication efforts.
- Tasks include developing layout designs and final artwork for press re-

leases such as brochures, catalogs, invitations, marketing emails, foams, vinyl's, roll up, posters, billboards, etc.

- Capable of developing creative advertising artwork for print and multimedia adaptations.
- Excellent proficiency in Illustrator, Indesign and Photoshop.

● Junior Marketing & Communication

Atmira Espacio de Consultoria | Jan 2011 - Oct 2011

- Corporate website redesign and update and interactive ad banner developer.
- Corporate Social Media Manager: Facebook, LinkedIn, Twitter, etc.
- Development and implementation of strategy for improving internal and external communication.
- Layout designer, copywriter and brochures production to promote AT-MIRA's services and products.
- Management and logistics of company events: Breakfast with clients, workshop, business development.
- Development and implementation of Corporate Social Responsibility Plan.



● Copywriter

Herrera Publicidad | Feb 2009 - Oct 2009

- Copywriting for web, print and radio spots ads, catalogs, websites, etc.
- Lead brainstorming of creative ideas for advertising campaigns.
- Managed logistics of advertising campaigns by planning media and production coordination.
- Maintained client relationships to improve ability to provide new advertising proposals with firm project deadlines.

● Administrative Coordinator of Public Relations and Events

Sistema para el Desarrollo Integral de la Familia del estado de Sonora | Aug 2007 - Sep 2008

- Planning, production and events management: Silent Auction "Por una buena causa", Convention "Valores Sonora 2008", etc.
- Design and development of event presentations for the institute's president.
- Researcher, copywriter and layout designer.
- Budget Management for public relations department.
- Copywriter for the internal magazine 2007-2008 editions by performing interviews, research and event coverage.
- Monitored press, radio, television and internet media for public relations purposes.

Education & Training

2018 - 2018 ● Trazos

Monográfico de Html5 y Css3,

2009 - 2010 ● Coco School

Master degree of Advertising Creativity,

2009 - 2010 ● Coco School

Post grade in Design and Visual Arts,

2004 - 2009 ● Universidad de Sonora

Bachelor's of Communication Science,