# IRIS BAS MUT
Brand · Design · UI/UX · PM

**+13** Years Experience

🔗 <u>Link to website</u>

## Let's Talk
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## About Me 👋

I am a creative professional with a proven track record in developing and managing content for business and marketing purposes. I specialize in leveraging creative tools to craft innovative concepts that align with strategic goals and enhance brand recognition.

My experience spans diverse content formats and audiences, contributing to impactful campaigns and products. Notable achievements include leading the brand integration during the Xplanation and LanguageWire merger, spearheading a comprehensive brand refresh for XTM (including coordinating the website's UX/UI design and development), and revamping the XTM Live event, overseeing the coordination and design of all associated assets. From research and wireframing to final execution, I am committed to ensuring the success of each project from start to end.

Highly organized and equipped with an agile mindset, I excel at leading projects from ideation to execution. This has included presenting strategic concepts and securing buy-in from C-level stakeholders, ensuring alignment and driving impactful results.

## Hard Skills 🛠️

Adobe Software Suite · Branding · Graphic Design · UI/UX Design · Figma · Video Editing · Project Management · Project Ownership · HubSpot · CMS Management · Asana (Task management sofwares) · Canva

## Soft Skills 💜

Agile Mindset · Work ethic · Empathy · Creativity · Leadership · Problem-solving · Organization · Willingness to learn · Teamwork · Effective communication

## Languages 🌐

Native: Spanish · Catalan · English (professional level)

## WORK EXPERIENCE

**Current** **Brand and Design Manager**
XTM International - Language software company
Keywords: Branding · UX / UI · Multimedia design · Ideation · Project Owner · Creative Project Manager

**Current** **Senior Visual and Brand Designer**
Iris Bas - Freelance Creative Professional
Keywords: Branding · UX / UI · Multimedia design · Ideation · Video Editing · Ebooks · Brand management

**2022-17** **Senior Content Marketer**
LanguageWire / Xplanation - Language software companies
Keywords: Branding · UX / UI · Multimedia design · Ideation · Content Management · Project Management

**2017** **Marketing Manager & Design Specialist**
Kuox - Sports clothes startup
Keywords: Branding · UX / UI · Multimedia design · Ideation · People Management · Project Management

**2017-14** **Content Marketing Specialist**
AuraQuantic - Business software company
Keywords: Graphic & Multimedia design · Content Management · Project Management · Event Management

**2017-13** **Graphic Designer & Marketing Online**
Freelance - In partnership with Quatresoft (Agency)
Keywords: Graphic & Multimedia design · Content Management · Online Marketing

**2013** **Graphic Designer and Assistant Teacher**
Technology University of the Shannon, Athlone Campus (Ireland)
Keywords: Graphic & Multimedia design · Content Management · Teaching

**2012** **Graphic Designer and Community Manager**
Meriendacena Producciones - Advertising & PR agency
Keywords: Graphic & Multimedia design · Content Management · Online Marketing

## EDUCATION

**2012-07** **Audiovisual Communication Bachelor's Degree**
UPV Universitat Politècnica de València, Valencia (Spain)

**2011-10** **Bachelor (Hons) in Design in Digital Media**
Technology University of the Shannon, Athlone Campus (Ireland)

More info on my LinkedIn profile    www.linkedin.com/in/irisbasmut

<u>Link to .pdf Portfolio</u>