



Iris Bas

Visual and Brand Designer



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Dynamic Designer blending **13+ years of experience** in strategic creativity with a tech-forward mindset. My work lies at the intersection between brand storytelling and purposeful design, whether unifying visual identities during complex mergers like Xplanation/LanguageWire, leading a full rebranding at XTM International, or transforming global events into cohesive brand moments for companies like AuraQuantic.

Education

Audiovisual Communication Bachelor's Degree

Universitat Politècnica de València (UPV), Spain

2007 - 2012

Design in Digital Media Bachelor's Degree

Technology University of the Shannon, Ireland

2010 - 2011

Hard Skills

Adobe Suite · Branding · Graphic Design · UI/UX Design · Figma · Video Editing · Project Management · Project Ownership · HubSpot · CMS Management · Asana · Jira · Canva

Soft Skills

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

Languages

Native: Spanish · Catalan · English (C1)

Work Experience

Visual and Brand Designer Current

Iris Bas - Freelance Creative Professional

I developed comprehensive visual concepts and managed **branding** assets across multiple platforms to elevate company identities and **marketing effectiveness** for diverse clients. Some of the outstanding results were:

- **Increased team content creation output by 3x**, developing on-brand, ready-to-use templates.
- **In less than a month** I optimized, organized, and templated key content, enabling teams to access and deploy assets efficiently.

Brand and Design Manager 2022 - 2025

XTM International - SaaS company

Responsible for creating and executing **branding strategies** to improve the company's visibility and ensure consistency across both market-facing and internal communication assets. I led a full **rebranding** initiative, boosting brand recognition, UX, SEO, and events performance:

- **Average time on site** increased by **39%** with the website redesign after rebranding.
- **Key event interactions** increased by **258%** with the new website.
- **XTM Live event attendance rate** increased by **37%** and **customer sentiment** by **63%**.

Senior Content Manager 2017 - 2022

LanguageWire / Xplanation - SaaS companies

I owned **brand content strategy**, leading the post-acquisition merger and visual identity rollout. My role included coordinating all graphic assets, campaigns, and internal communications across 14+ offices. This resulted in alignment and consistency through new systems and training.

- **Integration of two brands in under 4 months**, uniting teams across Europe.
- Ideation and creation of a **new brand visual system and guidelines**.
- Creation of a sales hub and templates, **boosting content consistency by 45%**.

Content Marketing Specialist 2014 - 2017

AuraQuantic - SaaS company

I managed graphic and multimedia design across digital platforms, supporting the Marketing Department with web maintenance, content management, and online marketing. Additionally, I worked on **content strategy** and **brand storytelling** for global campaigns.

- **Leading content strategy**, developing brochures, whitepapers, persona-based sales decks, and case study templates.
- **Coordinating 5 new case studies within 2 years** in different formats, boosting lead generation.
- Organizing a major event in Bogota, Colombia, achieving a **95% attendance rate**.

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

References

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[Link to my Portfolio](#)