

CONTACT

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TECHNICAL SKILLS:

- UI/UX Design
- Adobe Creative Suite
- Branding
- Graphic Design
- Figma
- Video Editing
- Project Management
- HubSpot
- CMS Management
- Asana
- Jira
- Canva
- AI (ChatGPT, Perplexity, Firefly, Freepik...)

SOFT SKILLS:

- Agile Mindset
- Work Ethic
- Empathy
- Creativity
- Leadership
- Problem Solving
- Organization
- Continuous Learning
- Teamwork
- Effective Communication

LANGUAGES:

- Spanish (Native)
- Catalan (Native)
- English (C1 – Professional)

REFERENCES

Dave Ruane

Global Director, Lion People Global
(formerly LanguageWire and XTM)

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Billy Burnet

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(formerly Marketing VP at XTM)

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Marketing Director, Questy

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Iris Bas

Creative & Visual Designer

Creative 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. Specialized in translating complex technical concepts into engaging, accessible visual narratives that drive user engagement and communication outcomes. Proven track record of leading cross-functional design initiatives, implementing accessibility standards, and delivering measurable improvements in user experience across diverse, multilingual audiences.

WORK EXPERIENCE

Brand Design Lead – Questy Software – Remote – (2025 – Current)

Software Development, ERP-integrated CRM, FSM, and B2B e-commerce SaaS solutions for SMBs in the EU market

- 360° creative direction; from initial concepts to multi-channel roll-out.
- Own and drive the full rebranding initiative, collaborating cross-functionally to refresh visual identity and comms.
- Serve as brand guardian, refining positioning and enabling sales & marketing with clear, compelling narratives.
- Design ads graphics, social media assets, presentations, brochures, stands, mailers, videos and ad-hoc visuals.
- Create and optimize landing pages, wireframes, and expand the Design System for scalable digital experiences.

Senior Visual Designer (FREELANCE) – Remote – (2025 – Current)

Industries include SaaS, PR & Communication, M&A, Staffing & recruitment

- Design lead for SaaS clients, rebuilding product offering and branding.
- Designed user-friendly interfaces following WCAG accessibility standards.
- Created scalable design systems enabling consistent user experiences across platforms.
- Delivered measurable improvements in user engagement through data-driven design decisions.
- Concept wireframing from briefings to iterate on client feedback using Figma, Canva and including different AI tools to my workflows.

Brand and Design Manager – XTM International – Remote – (2022 – 2025)

Software Development, Translation & Localization, SaaS platform with estimated annual revenue of 31.9 millions.

- Responsible for creating and executing branding strategies to improve the company's visibility.
- I led a full rebranding initiative, boosting brand recognition, UX and SEO.
 - 39% increase in average site engagement through user-centered website redesign.
 - 258% improvement in key user interactions via enhanced UX design and navigation.
 - 37% higher event participation and 63% improved user sentiment through cohesive brand experience.
 - 3x increase in team productivity by developing scalable design templates and systems.
- Applied user-centered design principles to improve platform usability for international audiences.
- Collaborated with Product, Marketing, and Development teams to ensure design-development alignment.
- Created sales enablement materials to train the sales team on the brand and marketing assets.
- Implemented accessibility standards and multilingual design considerations.
- Created comprehensive design systems and brand guidelines for consistent user experiences.
- Conducted user research through event feedback and engagement analytics to inform design decisions.

Senior Content Manager – LanguageWire – Remote – (2017 – 2022)

Translation & Localization service provider, SaaS platform

- I owned brand content strategy, leading the post-acquisition merger and visual identity rollout.
- Led post-acquisition UX integration unifying two platforms in under 4 months.
- 45% improvement in content consistency through user-focused template design.
- Built sales hubs and templates to support business development.
- Coordination of all graphic assets, campaigns, and internal communications across 14+ offices.
- Led education webinars to rollout the new brand assets to the company employees.

Content Marketing Designer – AuraQuantic – Valencia, Spain – (2014 – 2017)

SaaS, no-code platform, BPM software, Workflow automation, Dashboard design

- I managed graphic and multimedia design across digital platforms including the company website.
- Marketing design: website landing page creation, content management, asset creation and online marketing.
- Achieved 95% event attendance rate through engaging, user-centered event design.
- I help creating the demo site design together with the training school department.
- Coordinated 5 comprehensive case studies in multiple formats to support user learning.
- Designed educational materials including brochures, whitepapers, and persona-based learning resources.
- Created user journey optimizations for global business education campaigns.

EDUCATION

Bachelor's Degree in Audiovisual Communication – (2007 – 2012)

Universitat Politècnica de València (UPV), Valencia, Spain

Bachelor's Hons in Design in Digital Media – (2010 – 2011)

Technology University of the Shannon, Athlone Campus, Ireland

AI and Innovation Certificate Program (Creative specialization) – (2026 – Current)

Founderz AI Business School (Microsoft certification), Online