



# DANNIA ARDILES

## GRAPHIC DESIGNER

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Barcelona

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Graphic designer with over eight years of experience developing branding and web design projects for studios, agencies, and companies across diverse sectors. Skilled in leading creative processes from concept to visual implementation.

My approach combines strategy, research, and creativity to build cohesive visual identities and compelling brand narratives. I bring a holistic vision that connects design, communication, and user experience. Currently pursuing a Master's Degree in Digital Design and Marketing in Barcelona, aiming to keep growing and contributing to purpose-driven projects that blend design and strategy.

Potfolio web

Linkedin

## PROFESSIONAL EXPERIENCE

### FREELANCE GRAPHIC DESIGNER | PIPA BRANDS

Barcelona | 2025

- Development of branding and web design projects that integrate strategy, visual storytelling, and user experience.
- Creation of graphic systems and key visuals applied to digital and editorial communication.
- Use of digital tools (WordPress, Elementor, Figma, generative AI) to streamline creative processes.

### PART-TIME GRAPHIC DESIGNER | GESEM DIGITAL

Barcelona | 2024 - 2025

- Design of corporate presentations and training materials for soft skills programs.
- Creation of digital graphic resources for workshops and communication.
- Adaptation of visual content according to pedagogical objectives and institutional tone.

### SENIOR GRAPHIC DESIGNER | HEY DISEÑO

Santiago de Chile | 2021 - 2024

- Led complex branding, packaging, and web design projects from concept to final delivery.
- Developed visual identities and brand storytelling for multiple clients.
- Supervised design workflows and coordinated with strategy and web development teams.
- Proficient in Adobe Creative Suite and agile design methodologies.

### GRAPHIC DESIGNER | CORREA LORENZ

Santiago de Chile | 2019 - 2021

- Designed corporate identities and institutional materials.
- Supported editorial and digital design for internal communication.
- Developed strong organizational and multitasking skills, working independently across multiple deliverables.

### EDITORIAL GRAPHIC DESIGNER | LADEVI MEDIOS

Santiago de Chile | 2015 - 2019

- Designed and laid out print and digital magazines.
- Created covers, graphic sections, and infographics.
- Oversaw production, final artwork, and coordination with editorial teams to ensure consistency.

## EDUCATION

### MASTER'S DEGREE IN DIGITAL DESIGN & MARKETING

ESCOLA ESPAI, BARCELONA

2025 - present

### MASTER'S DEGREE IN CREATIVE DIRECTION

ELISAVA, BARCELONA

2024 - 2025

### POSTGRADUATE DIPLOMA IN UX & BRANDING

PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE, SANTIAGO

2022 - 2023

### POSTGRADUATE DIPLOMA IN TYPOGRAPHY

UNIVERSIDAD DE CHILE, SANTIAGO

2016 - 2017

### BACHELOR'S DEGREE IN GRAPHIC DESIGN

DUOCUC, VIÑA DEL MAR, CHILE

2008 - 2012

## SKILLS

### SOFTWARE

#### ADVANCED

Adobe suite (Illustrator, Photoshop, Indesign)

#### INTERMEDIATE

Figma - Wordpress - Elementor/WebFlow/BPBakery, HTML/CSS - Canva

## WORK AUTHORIZATION

VALID WORK PERMIT IN SPAIN

## LANGUAGES

INTERMEDIATE

English

NATIVE

Spanish