

MARIA FRESNEDA

WEB & GRAPHIC DESIGNER

Hello,

My name is Maria and 30 years ago I welcomed the world. I grew up with to photographs and books, hence I ended up falling in love with letters and colors to the point of becoming a girl with restless hands and curious head.

With design I found the way to express the hustle and bustle of the ideas in my head. And with journalism to give them form and verb.

I'm a bit of a Martian, I like to set myself challenges and fight to achieve them. I like reading and immersing myself in books, putting my ideas on paper and listening to those of others. I like to travel, to settle in other places and take new ways to discover myself.

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ACADEMIC & COMPLEMENTARY EDUCATION

- Journalism Degree
Rey Juan Carlos University (Madrid) 2011- Currently
- Higher Level Web and Graphic Design
Salesianos Atocha (Madrid), 2014 - 2016

I consider myself a responsible, dynamic, hardworking, detail-oriented, curious, creative and enthusiastic person. Able to work under pressure in a fast-paced environment, I have managed more than one project at a time with confidence in managing my own time and deadlines. I am used to working in a team as well as alone. I have a strong and positive mind, always eager to learn new creative skills as well as the tools to be able to carry them out.

- Since 2017, I combine my face-to-face work in an event management company in Oxford, with graphic and web design work (Website design and development, branding, digital marketing resources, among others...) for clients such as Streetdrone, Earth Rewards, Oxford Business College, FA Racing....

- Experience creating, developing and implementing branding, logos and other visual identities, as well as ensuring compliance with brand guidelines. Advanced knowledge of both typography and color usage and familiar with all stages of the creative process, including final artwork for print.

- **WEB DEVELOPMENT:** HTML, CSS, WORDPRESS (Elementor and Page Builder Plugins), WIX
- **IDIOMAS:** Español: Idioma nativo Ingles: B2
- **UX and Prototyping for web and mobile devices** *Online, LinkedIn 2018*
- **Cinema 3D Practical Animation of a logo** *Online, LinkedIn 2018*
- **Practical CSS Landing page layout** *Online, LinkedIn 2018*
- **Google Analytics** *Online, EOI 2018*
- **Google Digital Marketing** *Online, Google 2018*
- **Search Engine Optimization and SEO/SEM Positioning**
Online, Barcelona University
- **HTML5 & CSS** *Online, Autónoma University of Madrid*
- **WORDPRESS** *La Vanguardia (Press Group)*
- **Art Direction** *Ángel Espinosa (ES-PI-NO-SA)*
- **Community Manager** *La Vanguardia Press Group*

PROFESIONAL EXPERIENCE

Graphic and web designer - Freelancer

Wow Studio Design Spain-Oxford, 2017 - Currently

- Personal website creation: www.wowstudiodesign.com
- Meetings with clients
- Creation, development and implementation of branding, logos and any other online/printed visual identity.
- Web design, layout and development: WordPress / WIX
- Email marketing and newsletters
- Adobe Creative Suite: InDesign | Photoshop | Illustrator
- Web & Graphic design: Sketch
- Web design: WordPress (Elementor and Page Builder)
- Clients: Streetdrone, Earth Rewards, Oxford Business College, FA Racing, Colegio de Ingenieros Caminos, Canales y Puertos...

Graphic and web designer | Content creator

Nicholas Hunter Ltd. Oxford, UK, 2018 - 2020

- Design of company website www.nicholashunter.co.uk
- Design, development and implementation in WIX
- Email marketing and newsletters (MailChimp)
- Google Adwords and Facebook Ads
- Google Analytics and SemRush
- Photo and video editing
- Production of catalogs and printed corporate material
- Adobe Creative Suite: InDesign | Photoshop | Illustrator

Graphic and web designer

COCO Solution Las Palmas de GC, 2017- 2018

- Creation, development and implementation of brands, logos and any other visual identity
- Web Design: Webs, Apps, Illustrations, MockUps, Social Media
- UX/ UI Design: Sketch, AdobeXD, InVision
- Creation and development of briefs
- Email Marketing and Newsletters
- Design of innovative elements for digital campaigns, Banners, Landing Pages, Social Media Ads...
- Production of catalogs and printed corporate material
- Modifications and updates of websites through own CMS
- Frequent meetings with clients
- Development of several projects at the same time
- Adobe Creative Suite: InDesign | Photoshop | Illustrator

Graphic and Web Designer | Content Creator

Befresh Studio Cádiz, Spain | 2016 - 2017

- Content creation for Social Media, websites and blogs.
- Social Media Management
- Marketing Strategy
- SEO positioning and Keyword Research
- Data analysis and reporting: Analytics | Facebook
- Creation and monitoring of online marketing campaigns: Google Adwords | Facebook Ads
- Google Analytics
- Web design: Design of web and social media publications
- Photo and video editing
- Frequent client meetings
- Adobe Creative Suite: InDesign | Photoshop | Illustrator

Graphic and Web Designer (Colaboration)

Communiland Madrid, June 2016- Sep 2016

- Catalogs and corporate id material elaboration
- Photo editing
- Web design: Design of elements for online marketing campaigns on Social Media
- Social Media Management: Design, strategy and campaign planning
- Presentation development: PowerPoint and Keynote
- Adobe Creative Suite: InDesign | Photoshop | Illustrator

Graphic and Web Designer (Colaboration)

Calvario CLUB Madrid, 2016 - 2017

- Graphic and web design: Elaboration of print ed and online elements
- Photo editing
- Adobe Creative Suite: InDesign | Photoshop |Illustrator