



Santiago Belfort Garrido

Visual/Graphic/Web/Motion Designer • Video Editor

📍 Brent Cross, London, UK

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

Spanish (Native)

English (Fluent)

Portuguese (Basic)

Italian (Fluent)

About

Modern Content Creator passionate about visual communication and entertainment • Graphic/Visual Designer & Video Editor based in London • Other skills acquired: Motion Design, Artworking, Out-Of-Home Advertisement, Photography, Editorial Design (Typography), Web/App Design, Audio Editing, Project Management Tools, Advertising & Direct Marketing, Social Media Design Content and Community Management (Social Network Channels)

BRANDS WORKED WITH

ACOSTA BROTHERS PRODUCCIONES SL

Button Tech UK Limited

El Cartel Music SI

HONU Creative Media

ID Concepts

Ideas Agencia Creativa

The Loop Entertainment Group

Experience



● Visual Design Lead and Digital Marketing Specialist

ID Concepts | Sep 2022 -

London-based design, manufacture, and building company specialized in creating exclusive high-end commercial interiors.

- Social Content Manager and Analyst
- Visual/Digital/Web Designer
- Motion Graphics
- Photography and Videography (Workshop and On-site)
- Video Editing
- Copywriting
- Artworking

● Junior Visual Designer

Button Tech UK Limited | Apr 2021 - Jul 2021

KKPoker & PPPoker Games | Multi-National Corporation and World Leading Mobile Poker Platforms.

- Visual Design: Designing original pieces and templates for online promotion images keeping the company's brand identity. Marketing assets used on Social Media and Website channels.
- Art-working & Web Design: Development and resizing of online images using previous editable design assets and in-game visuals to use as promotional material in different formats along Website and Social Media Channels.
- Supporting Lead Designer and Branding & Marketing Departments.
- Working and liaising with stakeholders within multiple layers of organization.
- Creating regular newsletters imagery to inform customers of new lines and promotions, based on set templates within brand guidelines, to encourage click through to site.
- Working with copywriter and other team members to ensure designs are consistent across all brand channels.
- Providing clear Call-To-Action within designs.
- Time-Management Skills: Using innovation to redefine design briefs within time and cost constraints and communicating with marketing and design teams to ensure deadlines are met.
- Project Management Tools: Being organised and methodical when saving all briefs and assets in an accessible manner and ensuring the wider team are kept up to date on what assets are available.
- Working with Global Wholesale partners to assist on Campaign and product imagery required, in line with the brand's vision.

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● Lead Graphic Designer & Video Editor

El Cartel Music SI | Apr 2018 - Oct 2020

- Designing and developing original physical and digital designs for a variety of teams and departments, using Production Development Tools to keep workflow and organise marketing assets in an accessible manner.
- Managing and supporting a small team of graphic designers, freelancers, and art-workers protecting the brand's identity, developing and educating others on the music entertainment business, brand and collaborators.
- Creating, along branding department, comprehensive guideline documents for brand-related collaterals.
- Assisting the Account Managers and Product Development Team with branding application, development of typographic artworks, and production approvals.
- Graphic & Visual Design: (Flyers, Layouts, OOH Design, Promotional Images for Social Networks, Logo Design, Web Design) • Adobe Photoshop | Adobe Illustrator
- Motion Design • After Effects
- Photography (Sony A7III) • Adobe Lightroom
- Video Editing • Adobe Premiere Pro
- Community Management (Social Media Channels)
- Astute-Aesthetics: Extreme attention to detail and clear branding.
- Strategic Consultant: Effectively designing across non-design teams.
- Team-Player: Playing a part across time zones, countries, and talent.
- Mentorship: Mentoring and/or managing new designers, and offering best-in-class advice on short cuts, creativity, and leadership.
- Growth-Mindset: Opportunity in challenge.
- No Adobe Favourites: Sage across the Adobe Creative Suite.
- Process-shaper: Importance of good processes. Strong time management skills and the ability to balance multiple projects simultaneously.
- Creative Eye: Pushing creativity, challenging established thinking, and discovering new ways of approaching (and solving) a problem.
- Type-lover: Strong foundation in typography, character and paragraph styles.

Lead Graphic Designer in Latin Artists Tours:

-Arcangel "El Granjero" Euro Tour (FEB 2018)

-Natti Natasha Euro Tour (JUL/AUG 2019)

-Ñengo Flow Euro Tour (JUL/DEC 2019)

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● Brand Designer

The Loop Entertainment Group | Mar 2017 - Mar 2018

- The Loop Entertainment Group LLC Miami • Orlando • Tampa • Gainesville • Austin • New York • Toronto • Madrid • Barcelona
- Initial development and creation of the company's branding and visual identity assets from scratch used as guidelines to help ensure the brand's consistency throughout future applications • Logos, Typography, Color Palettes and Image Libraries
 - Production and work along branding team, to create attractive and effective designs for all media platforms, online and offline material. (Adobe Photoshop | Adobe Illustrator) • Postcards and Flyers, Posters, Banners and Billboards, Infographics, Brochures (Print and Digital), Email Marketing Templates, PDF Presentations, Social media Ads, Banners and Graphics, Banner and retargeting Ads, Images for Websites and Blogs.
 - Advertising Consultant (Music Business, Artists and Events)
 - Video Editor and Motion Designer (Adobe Premiere Pro | Adobe After Effects)
 - Communication with marketing & branding team members for developing feedback.
 - Overseeing and Supervising all design projects and task briefs, from conception to delivery taking into account the team's capabilities • Team members (7): (1) One Senior Graphic Designer, (3) Three Junior Visual

Designers (1) One Motion Designer and Video Editor (1) Photographer (1) One Copywriter.

- Liaising effectively with clients and other team members.
- Team support throughout the execution of campaigns and projects.
- Input to creative meetings and shared ideas.
- Ability to meet deadlines in a high pressure environment.
- Good organisational skills that support for the rest of the team.
- Consistency regardless of project size.
- Motivation to maintain and improve design standards.

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● **Mid-Weight Graphic Designer & Video Editor**

ACOSTA BROTHERS PRODUCCIONES SL | Nov 2015 - Jan 2017

- Designing original pieces, including illustrations and infographics.
- Overseeing and Supervising all design projects, from conception to delivery.
- Reviewing Junior Designers' work to ensure high quality and brand consistency.
- Refining images, fonts and layouts using graphic design softwares like Photoshop and Illustrator.
- Applying and supervising typography and editorial design techniques.
- Generating ideas to portray concepts and advertised events and artists.
- Maintaining brand consistency throughout all marketing projects.
- Communicating with marketing and design teams to ensure deadlines are met.
- Staying up-to-date with industry developments and tools
- Graphic & Visual Design • Flyers, Layouts, on/offline Promotional Images, Logos, Web Design, Brochures • (Adobe Photoshop | Adobe Illustrator)
- Motion Design • Animated Flyers and Banners, Promotional Videos, Event On-Screen Visuals) (Adobe After Effects | Adobe Premiere Pro)
- Photography (Adobe Lightroom)

Lead Designer working closely with Advertising, Marketing and Branding Department for Latin Artist's Tours:

- Justin Quiles "La Promesa" Spain Tour (December 2016)
- Arcangel Spain Tour (March 2017)
- Reis Bélico México Tour (July 2017)
- Gregory Palencia Spain Tour (October 2017)

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● **Junior Visual Designer**

Ideas Agencia Creativa | Sep 2014 - Jun 2015

- Working closely with the marketing and branding team to ensure designs are consistent across all brand channels creating necessary visual and digital design artworks for the agency's clients • Social Media Posts Ads, Banners and Graphics, Postcards and Flyers, Posters, Banners and Billboards, OOH Graphics, Infographics.
- Meeting clients or account managers to discuss the business objectives and requirements of their brand and best use of previous marketing assets.
- Developing design briefs suiting all client's purpose.
- Estimating the time required to complete tasks providing quotes for clients.
- Developing design briefs that suit the client's and brand's purpose.
- Designing and producing high-quality creative content for an evolving and broad range of print and digital mediums (website, email, social media, advertising, partner campaigns, flyers and posters)
- Producing assets from brainstorm to finished assets.
- Creative thinking to produce new ideas and concepts for developing

interactive designs.

- Using innovation to redefine design briefs within time and cost constraints
- Presenting finalised ideas and concepts to the team members, clients and/or account managers.
- Delivering all finished, editable and modified design assets during the internship time period in an organized and methodical way saving all assets in an accessible manner for the company.

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● Junior Visual Designer

HONU Creative Media | Mar 2014 - Sep 2014

- Working as part of a team with copywriters, media buyers and account managers.
- Meeting clients or account managers to discuss the business objectives and requirements of each job and tasks.
- Estimating time required to complete tasks.
- Providing clear Call-To-Action within designs.
- Adhering to given deadlines.
- Creating all necessary Digital Design assets to support the Social Media & Content team.
- Creating Visual and Digital Designs for Social Media posts (Instagram/Facebook/Youtube).
- Thinking creatively to produce new ideas and concepts and developing interactive design.
- Using innovation to redefine a design brief within time and cost constraints.
- Presenting finalised ideas and concepts to clients or account managers.
- Modifying designs based on client's and team's feedback
- Reviewing ads before they are active and making adjustments.
- Proofreading to produce accurate and high-quality work.
- Working on multiple email designs.

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Education & Training

- 2009 - 2014 ● **Los Arcos School - Caracas**
Bachelor of Applied Science - BASc,