



# Mar Pérez Cerdeira

Freelancer Graphic Designer / Art Director

📍 Alicante, Spain

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## Links

[LinkedIn](#)

## Languages

Spanish (Native)

English (Work Proficiency)

Italian (Basic)

## About

I have more than 10 years experience as a Graphic Designer focused on the communication and marketing sector: layout and design, illustration, and photo re-touching; I had collaborated with prestigious luxury brands such as: Hublot, Ulysse Nardin, Boucheron, IWC, Porsche Design, Baume & Mercier, Damiani, Massimo Dutti among others.

I am comfortable working as part of a team or individually and have a solid experience working with different designing software such as: Photoshop, Illustrator, InDesign and knowledge of After Effects, Html5 and Css3.

In addition to my experience and personal qualities, I have a solid education and passion for design and am extremely enthusiastic about creating new things.

As a collage artist I have participated in several exhibitions:

2023 - "Neither Forgotten, nor Recognized", Ateneo Cultural el Albéitar ULE, León

2022 - "A number of clouds", Échale Guindas Gallery, Madrid

2021 - "The privilege of living", Mujeres que cortan y pegan

2021 - "My House", Mados Gallery, Madrid

2020 - "Songs to remember", Sala Siroco, Madrid

2020 - "Collage and Word", El Matadero, Madrid

2020 - "A collage for her", Mujeres que cortan y pegan

2020 - "Rock, Fanzine and Scissors"

Open to collabs: [mar@estudiodelmar.com](mailto:mar@estudiodelmar.com)

### BRANDS WORKED WITH

Atmira Espacio de Consultoria

Diarsa

Estudio del mar

Herrera Publicidad

Paper Culture

Sistema para el Desarrollo Integral de la Familia del estado de Sonora

## Experience



### ● Freelance Graphic Designer

Paper Culture | May 2021 -

- Art direction for the creation of design concepts for customizable cards and stationery based on a creative brief.
- Application of editorial design skills, including mastery of typography, visual hierarchy, color theory, and composition, with a minimalist, modern, and contemporary approach.

### ● Art director & Graphic Designer

Estudio del mar | Jan 2021 -

IWC Schaffhausen, Massimo Dutti, Hublot, Baume & Mercier, Número Once, etc.

- Visual Identity design: logo, typography, color palette, pattern, etc.
- Graphic design of invitations, stationery, press releases and newsletters.
- Create content and advertising pieces for different formats and digital media.
- Adapt Key-Visuals and concept art into different campaigns.
- Design and management of social media.

### ● Graphic designer

Diarsa | Oct 2011 - Feb 2021

- Responsible for producing brand-consistent graphic art and visual materials to support marketing and communication efforts.
- Tasks include developing layout designs and final artwork for press re-

leases such as brochures, catalogs, invitations, marketing emails, foams, vinyl's, roll up, posters, billboards, etc.

- Capable of developing creative advertising artwork for print and multimedia adaptations.
- Excellent proficiency in Illustrator, Indesign and Photoshop.

### ● Junior Marketing & Communication

Atmira Espacio de Consultoria | Jan 2011 - Oct 2011

- Corporate website redesign and update and interactive ad banner developer.
- Corporate Social Media Manager: Facebook, LinkedIn, Twitter, etc.
- Development and implementation of strategy for improving internal and external communication.
- Layout designer, copywriter and brochures production to promote AT-MIRA's services and products.
- Management and logistics of company events: Breakfast with clients, workshop, business development.
- Development and implementation of Corporate Social Responsibility Plan.



### ● Copywriter

Herrera Publicidad | Feb 2009 - Oct 2009

- Copywriting for web, print and radio spots ads, catalogs, websites, etc.
- Lead brainstorming of creative ideas for advertising campaigns.
- Managed logistics of advertising campaigns by planning media and production coordination.
- Maintained client relationships to improve ability to provide new advertising proposals with firm project deadlines.

### ● Administrative Coordinator of Public Relations and Events

Sistema para el Desarrollo Integral de la Familia del estado de Sonora | Aug 2007 - Sep 2008

- Planning, production and events management: Silent Auction "Por una buena causa", Convention "Valores Sonora 2008", etc.
- Design and development of event presentations for the institute's president.
- Researcher, copywriter and layout designer.
- Budget Management for public relations department.
- Copywriter for the internal magazine 2007-2008 editions by performing interviews, research and event coverage.
- Monitored press, radio, television and internet media for public relations purposes.

## Education & Training

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2018 - 2018 ● **Trazos**

Monográfico de Html5 y Css3,

2009 - 2010 ● **Coco School**

Master degree of Advertising Creativity,

2009 - 2010 ● **Coco School**

Post grade in Design and Visual Arts,

2004 - 2009 ● **Universidad de Sonora**

Bachelor's of Communication Science,