



gerardbenitopardo

advertising creative designer

About me

I'm a multidisciplinary creative specialized in advertising and graphic, web and ux/ui design, passionate about the IT sector, and all artistic, cultural, and creative expressions.

A curious, imaginative, and outgoing young man, who professionally is resilient, self-sufficient, decisive and with divergent thinking.



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Languages

- English: *Professional competence (B2).*
- Catalan: *Native or bilingual competence.*
- Spanish: *Native or bilingual competence.*

Skills

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
Dreamweaver	●	●	●	●	○
Sublime	●	●	●	●	○
Sketch	●	●	●	●	●
Balsamiq	●	●	●	●	○
Marvel App	●	●	●	●	○
Hubspot	●	●	●	●	●
Wordpress	●	●	●	●	●
Final Cut X	●	●	●	○	○
After Effects	●	●	●	○	○
Premiere Pro	●	●	●	○	○
SEO/SEM	●	●	○	○	○
Branding	●	●	●	●	●
Packaging	●	●	●	○	○
Editorial	●	●	●	●	○
UI/UX	●	●	●	●	○
HTML5	●	●	●	●	○
CSS3	●	●	●	●	○
Jquery	●	●	●	○	○

Work Experience

- 2010 - Currently Art director. Publicitarios Implicados (Non profit association)**
Responsible for creativity and graphic design in campaigns for micro-ngos. *I'm Syrian, FEMACPA, Djouma, ELA, NEN, Abrazo Cultural, Ampert, Destroy Mineland.*
- 2019 - Currently Advertising creative designer. Freelance.**
Creativity, copywriting, art direction, graphic, editorial, web and ux/ui design. *Ametller Origen, LIM Global Consulting, Sander Clasen, Benito Cars, Gerry Crooner.*
- 2018 Graphic & web designer. Zigurat Global Institute of Technology.**
Responsible for graphic web design, and email campaigns (Hubspot, Wordpress) *Página web, landing pages, email marketing, social media y diseño corporativo.*
- 2017 - 2018 Graphic designer & Inbound Marketing specialist. Gotoclient.**
Responsible for digital graphic design, and inbound marketing promotions (Hubspot, Google Ads) *Haier, Kärcher, Logitech, Media Markt, Pioneer y otras B2B.*
- 2017 Web designer junior. Idesoftbcn.**
Responsible for graphic, digital, web, emailing, and ux/ui design (Sketch, Wordpress) *Hostal la Plaça de Cabriels, Neumáticos Guerrero, el Ninot de la Sort, adb detectives.*
- 2015 - 2016 Consultant & developer junior. Altran España.**
Responsible for front-end design and usability in websites and mobile apps. (Sketch, Magento, Wordpress) *AXA, Caixa Bank, Caixa Bank Silk, PromoCaixa.*
- 2014 Creative & communication director. Ackcent Cybersecurity.**
Responsible for the conceptualization and corporate design, then start-up. *Brand image, website, advertising, visiting card and other graphic supports.*

Education

- 2017 Apps Factory. Professional mobile ux/ui design project.**
Tadel Training Services Institute (Aspasia Catalunya). Barcelona.
- 2012 - 2013 Master in Graphic, web and digital publications design.**
EINA, University School of Design and Art, UAB. Barcelona.
- 2008 - 2012 Degree in Advertising, Public Relations and Marketing.**
School of Communication and International Relations, URL. Barcelona.

Interests

- 2019 - Currently Gerry Crooner. Musician, Artist, Singer, Crooner.**
Initiation in the music sector as a new way of creative expression.
- 2019 - 2020 Taller de Músics ESEM. Higher School of Music Studies.**
- 2017 - 2018 Hubspot Certifications.**
 - Growth-Driven Design
 - HubSpot Design Tool
 - HubSpot Software
 - Inbound Marketing
 - Email Marketing
 - Content Marketing
 - Contextual Marketing
- 2017 Inbound Marketing Congress. Boston, MA, USA.**
- 2008 - 2012 Distinction with Honors in Art Direction.**
- 2008 - 2012 Blanquerna Award for the best ad campaign.**