



gerardbenitopardo

graphic, web & ux/ui designer



About me

A 28 year old creative, curious and efficient. Passionate about advertising, graphic design and new technologies, as well as all artistic and cultural expression that makes me better person and professional.



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Languages

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

Aptitudes

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	●	●	●	○	○

Professional experience

- 2010 - currently** **Art Director. Publicitarios Implicados (Non-profit collaboration)**
Communication projects for micro-NGOs and associations without resources. *I'm Syrian, La ELA existe, Abrazo Cultural, Associació NEN, Destroy Mineland, others.*
- June 18 - Sept. 18** **Junior graphic & web designer. Zigurat Global Institute of Technology.**
Email marketing, social media campaigns and design of corporate website and landing pages with Wordpress and Hubspot for BIM, Structures and Digital.
- July 17 - Feb. 18** **Inbound specialist & junior web designer. Gotoclient.**
Graphic design, website design and inbound marketing camapigns with Hubspot. *Acer, Epson, GoPro, Haier, Kärcher, Logitech, Media Markt, Pioneer, TomTom, others.*
- Nov. 16 - March 17** **Junior web designer. Idesoftbcn.**
Graphic and web design. *Hostal la Plaça, Neumáticos Guerrero, adbdetectives, others.*
- April 15 - March 16** **Junior consultant & developer. Altran España - Barcelona.**
E-commerce web design and UI/UX design. *AXA, CaixaBank, Silk, others.*
- Feb. 15 - March 15** **Junior graphic & web designer. Mediàtic Marketing Communications.**
Branding, on/off promotions and web design. *Llambrich, Happy Food Trucks.*
- From 2012 to 2015** **Freelance graphic designer.**
Branding and on/off design. *LIM Global Consulting, Sander Clasen, Benito Cars, others.*
- Jan. 14 - Oct. 14** **Creative & communication director. Ackcent Cybersecurity.**
Design the corporate brand and company's off/online comuication supports.
- Feb. 13 - July 13** **Creative & technological designer. LaCriativa Comunicação.**
Graphic design, wordpress website design, branding and online promotion tasks.
- June 12 - July 12** **Online graphic designer. Carrots (Internship)**
Online graphic design and social media campaigns. *BPA, Volkswagen, Fisher - Price.*
- Sept. 11 - March 12** **Online graphic designer. Nostro Studio Digital (Internship)**
UI/UX for web apps design. *Fundació Joan Miró, Bodytech, Motivator, Club Negocis.*
- Jan. 11 - July 11** **Copywriter. Allan Bruch (Internship)**
Packaging, promots, catalogues. *Isdin, Lida Joies, Damm, Boi Taüll, Panticosa Hotels.*

Academic education

- September 12 - 13** **Master in Graphic Design (web and digital publications).**
EINA, University School of Design and Art. UAB. Barcelona.
- Sept. 08 - June 12** **Degree in Advertising, Public Relations and Marketing.**
School of Communication and International Relations, URL. Barcelona.

Competences of interest

- July 17 - Aug. 17** **Hubspot Certifications.**

<i>Growth-Driven Design</i>	<i>HubSpot Design</i>
<i>Email Marketing</i>	<i>HubSpot Marketing</i>
<i>Inbound Marketing</i>	<i>Software</i>
<i>Content Marketing</i>	
<i>Contextual Marketing</i>	

- Jan . 17 - June 17** **Appsfactory project. Tadel Formació.**

