Itzel Aldama

Art Director & Senior Designer

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📍 Barcelona, Spain

in Linkedin
www.linkedin.com/in/it-aldama

🌐 Portfolio
https://itzelaldama.site/

LANGUAGES

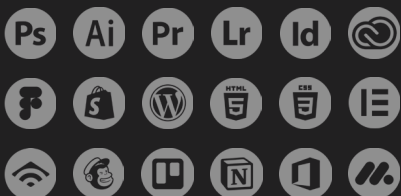Spanish: Native
English: Advanced

CORE SKILLS

Creative & Art Direction: Brand Identity · Visual Systems · Creative Concepting · Digital Campaigns · Multi-channel Content · Editorial Art Direction · Experiential Visuals

Design & Digital: Digital Design · UX/UI Fundamentals · Ecommerce Design · Web Content Optimization · Photography Direction

Leadership & Management: Team Leadership · Cross-functional Collaboration · Project Direction · Workflow Optimization · Creative Briefing

Tools: Adobe CC · Figma · Notion · Shopify · Webflow · AI Creative

PROFILE

Art Director & Senior Designer with 10+ years of experience shaping brand identities, directing creative concepts, and leading design execution across beauty, skincare, fashion and digital experiences. I merge strategic thinking with visual storytelling to create cohesive, memorable, and high-impact creative work. Strong collaborator with the ability to lead teams, manage projects end-to-end, and deliver visually powerful, multi-platform solutions.

Positive-minded, active personality, always looking for solutions. Ability to relate and collaborate as a team.

CAREER EXPERIENCE

Head Designer - Skincare & Ecommerce   2021 - Actual
Pure Skincare   -   Spain

Responsible for leading the creative design team, overseeing all visual projects for the brand, ensuring consistency, quality, and aesthetic direction in online and offline campaigns, branding, and digital platforms.

Key achievements and responsibilities:
• Visual direction of online/offline campaigns and creative content.
• Overseeing the design team and managing workflows to optimize deliveries and processes.
• Development of graphic identity for products, presentations, and branded materials.
• Design and optimization of e-commerce and digital resources to improve UX and conversions.
• Direct collaboration with marketing on creative conceptualization, briefing, and campaign execution.

Senior Designer - Fashion Ecommerce   2019-2022
Puzzlebrands.com   - Spain/Bulgaria

Created websites, branding, and digital assets for multiple fashion brands within the group.

• Designed responsive ecommerce websites for desktop and mobile.
• Planned content strategies with channel managers.
• Produced newsletters, marketing materials, and visual assets.
• Participated in brainstorming and creative development for global campaigns.
• Coordinated with marketing and project leads to ensure visual consistency.

Graphic Designer - Ecommerce Startup   2018 - 2019
Fabify.com - Spain

• Designed graphic assets for international campaigns across European markets.
• Contributed to branding and frontend visual definition.
• Supported fashion photography direction and visual guidelines.
• Conducted research and developed concepts for creative presentations.

Graphic Designer - Studio Design Agency 2016 - 2018
Classik Printer Studio - USA

- Created branding and graphic materials for diverse clients.
- Supported online/offline marketing campaign design.
- Held client meetings to define creative needs.
- Assisted with photo production and printed materials.

Graphic Design & Marketing Strategy 2015 - 2016
Espacios IR Corp - México

My main role was responsible for defining and projecting the brand identity. I was in charge of creating campaigns and promotional design for all the company's projects, as well as conducting continuous research and analysis of the target market. I was in constant communication with the company's management and actively participated in the development of advertising strategies for the projects.

Editorial & Graphic Designer 2011 - 2013
Ákaes Magazine - México

Co-founder/Associate of a socio-cultural magazine covering local creative talent.

- Designed branding, editorial layouts, and promotional materials.
- Contributed to photography, video, and digital content production.

EDUCATION

AI for Creatives - Online Master's 2025
Founderz

UX/UI Design - Workshop 2022
Coderhouse

Design Project Management - Postgraduate 2018 - 2019
BAU

Web Design and Development - Diploma 2018
Brandhome

Business Strategic Planning - Workshop 2016

Intensive English - Course 2014
Aspiring Language Institute

Design and Magazine Management - Seminar 2012
Casa Blanca University

Graphic Design - Degree 2007 -2011
Casa Blanca University