



Itzel Aldama

Art Director | Creative Leadership

+34 645 56 96 42

italdama@gmail.com

Barcelona, Spain

LinkedIn

www.linkedin.com/in/it-aldama

Portfolio

<https://itzelaldama.site/>

LANGUAGES

Spanish: Native

English: Advanced

CORE SKILLS

Creative & Brand Leadership:

Brand Strategy · Visual Identity Systems · Design Systems · 360° Campaign Development · Visual Storytelling · Brand Governance · Creative Direction · Concept Development

Leadership & Operations:

Team Leadership & Mentorship · Creative Standards & Quality Control · Workflow & Process Optimization · End-to-End Project Ownership · Cross-Functional Collaboration · Stakeholder Alignment

Digital & Experience:

Digital Art Direction · Ecommerce Creative · UX/UI Fundamentals · Web Design & Development · Conversion-Driven Design · Content Ecosystems · Performance Led Optimization



PROFILE

Art Director and Design Lead with over 10 years of experience developing brand-driven creative projects across diverse industries.

I have worked on the creation and evolution of visual identities, campaigns, and digital ecosystems, combining strategic thinking with strong and refined visual execution. Throughout my career, I have led multidisciplinary teams and managed projects end-to-end, ensuring consistency, quality, and efficiency at every stage of the creative process.

My approach integrates conceptual vision, organization, and aesthetic sensitivity, bringing clarity and structure to dynamic and fast-evolving environments.

CAREER EXPERIENCE

Head Designer | Art Director

2021 - Actual

Pure Skincare - Spain

Responsible for the art direction and creative vision of multiple international brands in Spain. I lead the design team, ensuring consistency, quality, and continuous evolution of brand identity across online and offline campaigns, branding initiatives, and digital platforms.

Key achievements and responsibilities:

- Define and oversee art direction across online and offline campaigns, creative content, and product launches.
- Lead and coordinate the design team, managing workflows to optimize delivery timelines and creative processes.
- Develop visual identities for products, presentations, and branded materials.
- Optimize ecommerce visual environments and digital assets to enhance user experience and drive conversion.
- Collaborate closely with the marketing team on campaign conceptualization, briefing definition, and creative execution.

Senior Designer

2019-2022

Puzzlebrands.com - Spain/Bulgaria

Senior designer within a multi-brand ecommerce group, contributing to branding, digital platforms, and international campaigns.

- 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

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