



Alejandra Segón

Graphic and motion designer

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ABOUT ME

I am a 22 years old, highly motivated and enthusiastic recently graduated looking to boost my professional career in the world of design, specifically in graphic design, which has always been one of the main fields of interest for me. I am very passionate about the creative realm, having a special focus on Motion Graphics, Animation and UI design. I am a dedicated person with great ambitions and desire to learn and collaborate in projects within this area.

I am excited about working with people that can teach me and help me delve into the professional world of design. Also, I am stimulated by the idea of getting to know other people who can acquaint me to new skills and criteria. I am encouraged to try to accomplish and gain knowledge as well as experience, and to find new challenges to complete. Furthermore, I am a hard working person and a quick learner with an innovative and entrepreneurial spirit.

WORK EXPERIENCE

- TEST BIRDS - Tester (Jan 2015 - Dec 2015)**
Testing different websites and apps, looking for bugs and writing reports and reviews about all the issues. Thanks to all these tasks, I gained experience and sensibility regarding UX and UI design.
- STARTUP WEEKEND - Attendee (Dec 2015)**
Techstars - Graphic Designer role.
- MAKTAGG STUDIO - Intern Graphic Designer (Mar 2015 - Apr 2016)**
Working specially on Web Page design and branding. I also worked at specific projects related with Social Media, publicity, retail and marketing.
- P1X3L LAB STUDIO - Intern Graphic Designer (May 2016 - Oct 2016)**
Assisting UX and UI designers to develop and design responsive websites and mobile apps, from the basic interaction to the final interface.
- TAYLOR WIMPEY SPAIN - Graphic Designer (Jan 2017 - Oct 2017)**
Working as a graphic designer and marketing assistant, developing tasks such as web and portal updates, SEO improvement, designs for online and offline media, videos, and social media updates.
- CBI Program at CERN - Attendee (Sept 2017 - Jan 2018)**
Challenge Based Innovation (CBI) is a project course, where multidisciplinary student teams and their instructors collaborate with researchers at CERN to discover novel solutions for the future of humankind. The projects are an elaborate mixture, where the technologies derived from research at CERN meet societal, human - driven needs.

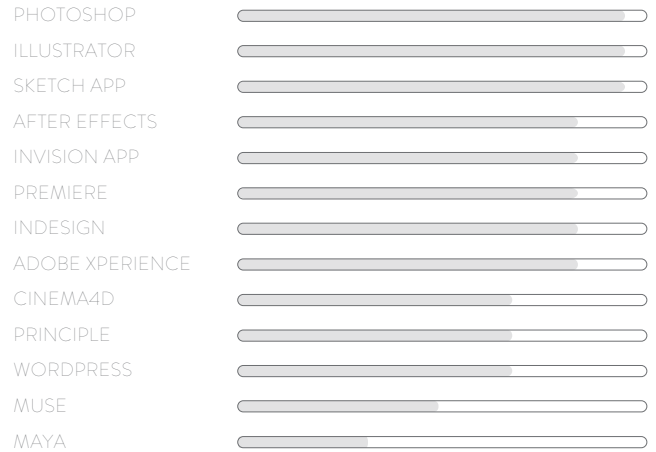
EDUCATION

- Undergraduate degree in Graphic Design, Motion Graphics and Video**
Instituto Europeo di Design
Barcelona, 2014 - 2018
- Digital Design and Animation Bachelor, Erasmus**
École de Communication Visuelle, Paris
Paris, 2016 - 2017

AWARDS

LAUS 2018, Silver Award - El Viaje de Audisia Videomapping
ADG - FAD

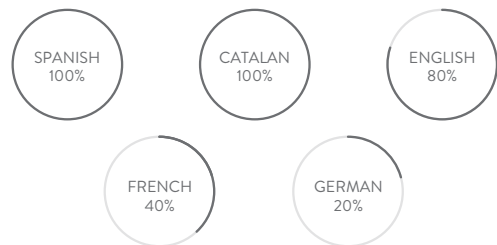
SOFTWARE SKILLS



EXTRA WORKSHOPS AND COURSES

- 3D Character Design with ZBrush - Domestika
- Street Art - TV Boy
- Ilustración con Adobe Illustrator - Domestika
- Video Mapping - IED Barcelona
- Developing iOS 8 Apps, Swift - Stanford University
- Lettering 3D - Domestika
- Microanimaciones en 2D - Domestika
- Diseño de personajes en Cinema 4D - Domestika
- Dirección de Arte con Cinema 4D - Domestika
- Cinema 4D y Vray - Crehana
- Design for Production: Animation - Michael Rigley and Joey Camacho
- UX Design: Usability, engagement and conversion - Ferrer César
- Testing Methods and Usability Research - Sara Alarcón

LANGUAGES



REFERENCES

- Francisco García | Head of Design UX/UI P1X3L Lab**
+34 664 22 86 08 | francisco@pixelmobilelab.com
- Enric Bajuelo | IED Visual Communication Director**
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- John Arboleda | CBI Program Coordinator**
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