



Carlos Andrade

Motion and Graphic Designer Illustrator | Creative Director


I am a creative and problem-solver individual who stays up-to-date with emerging technologies and industry trends. With expertise in motion and design principles, as well as experience in marketing and mentoring creative teams, I bring a comprehensive skill set to my work.


My communication, interpersonal, and collaboration skills enable me to work closely with clients and project teams to craft exceptional designs that align with their objectives and strategy.

+20 years of experience




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Work Experience

Senior Graphic and Motion Designer | 2022 - 2024

Gamelearn | Video games for professional training | Pozuelo, Spain

- **Enhanced User Experience:** Created motion graphics and graphic design elements for video games, ads, and trailers. This resulted in a 20% increase in user engagement.
- **Improved Marketing Materials:** Designed and illustrated characters and scenes, 3D and 2D, leading to more impactful visuals.
- **Streamlined Workflow:** Mentored junior designers and implemented a new file sharing system, resulting in a 15% increase in team productivity and faster project completions.

Corporate Image Manager | 2018 - 2021

GOALSYSTEMS | Spanish Software Company, Madrid, Spain

- **Brand Revitalization:** Complete corporate image upgrade, including video promos, new UI/UX models, iconography, and marketing materials. This led to a 30% increase in website traffic and a 15% improvement in brand recognition.
- **Empowered Team:** Managed the creative team, fostering a collaborative environment that yielded fresh and innovative design solutions.

Assistant Art Director | 2016 - 2017

ELIEVEN miami | Entertainment Company, Miami FL, USA

- **High-Impact Marketing:** Developed eye-catching advertising campaigns (large-scale posters, animated banners) that generated significant buzz and drove traffic to events. Achieved a 25% increase in event attendance.
- **Efficient Production:** Managed a fast-paced workload, producing weekly web newsletters alongside coordinating with artists.

Graphic Designer | 2007 - 2016

GOALSYSTEMS | Spanish Software Company, Madrid, Spain

- **Revamped corporate image:** Led the design of a new corporate identity, including website, videos, icons, and interface designs. This cohesive visual language resulted in a positive impact on brand perception, as it was consistently applied across trade fair booths, advertising, and merchandise.

Previous Experience | 2001 - 2007 | CA, USA

- **Built successful design businesses:** Owned and operated two graphic design agencies, demonstrating entrepreneurial spirit and strong business acumen.
- **Delivered comprehensive design solutions:** Provided a full range of graphic design services to clients, encompassing branding, advertising, and print production. Showing adaptability by meeting client needs and navigating evolving design trends.
- **Print ready:** While learning the ropes of the industry, I gained valuable experience delivering large format banners, silkscreen printing, and vehicle graphics.
- **Elevated visual impact:** Created custom advertising, layout design for magazines and newspapers, and provided photography and illustrations as needed.

Education & Professional Training

Bachelor of Creative Arts
Major on Visual Communication Design
1997 - 2001

UNIVERSIDAD DE GUADALAJARA - University
Campus for Art, Architecture and Design
(CUAAD)

Among the most remarkable areas in addition to Graphic Design are: marketing, photography, composition, 2D animation, 3D modeling and other artistic techniques.

Languages

Spanish: Native
English: Bilingual
French: Basic

Skills Summary

Graphic Design: composition and layout, marketing campaigns (**Illustrator | Photoshop | Power Point**)

Motion design and Video: **Storytelling**, 2D animation and basic 3D (**After Effects | Blender**).

Illustration & Character Design: both for print and digital media. (Photoshop)

Photography & Printing knowledge: **photomanipulation** (traditional and **AI**) and **print ready** files.

UX/UI Design & Iconography: mockups from abstract concepts to minimal styles (**Illustrator | Sketch**).

Leadership & Creative Management: **task distribution and mentoring**. Also, a very good team player.

Web Design: web sites and landing pages from scratch and **solid understanding of HTML and CSS** (Dreamweaver | WordPress)..