

Magdalena Requejo

Graphic Designer & Illustrator

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📅 14th May 1991



Check out
my portfolio



I believe in design as my most powerful tool to tell stories, arouse emotions, and leave a mark on people's day-to-day lives. I am ready for new opportunities and projects where I can add value through an open mind, commitment, attention to detail, and teamwork.

Senior Graphic Designer

STORY&CO (Spain) · Nov 2019 - Present (Remote)

- # Development and creation of brand identities from concept to printed and online marketing materials for advertising the project. Logo design, brochures, websites, merchandising, billboards, social media images, stationery and presentations.
- # Ensure the different projects keep brand standards and visual consistency across all media.
- # Create and design websites with Adobe XD based on the project brand guidelines and ensure an exceptional user experience.
- # Work closely with the marketing team to create and structure B2B and B2C presentations, ensuring content is coherent and visually appealing.
- # Ensure that all files to be printed meet the technical specifications, preventing production errors.

Freelancer

Magui Requejo · Jan 2010 - Present

Over the last years as a Graphic Designer & Illustrator, I have been working on various freelance projects developing and creating brands, websites and illustrations for different clients in Spain and USA.

- # Greeting cards design and animation for a gift-sending app.
- # Brand, WordPress website and menu design for cooking and catering small business.
- # Buffs print design for an American travel agency that organizes trips to Japan.
- # Brochure design for a bathroom furniture company.

WordPress & Woocommerce

Cepi-Base (Barcelona, Spain)
Jul 2017 - Nov 2017

Advertising & Graphic Design Bachelor

Escuela de Artes Aplicadas
Lino Enea Spilimbergo.
(Córdoba, Argentina)
Jan 2009 - Dec 2011

Senior Graphic Designer

VECTOR DESARROLLO (Spain) · Jul 2018 - Dec 2018

- # Visual improvement of the brand guidelines by creating a modern look & feel that transmits professionalism and highlights the company values.
- # Website design by following the new brand guidelines, ensuring the correct design content, use of images and user experience. Work together with developers through the entire process.
- # Newsletters design and social media posts to advertise the new company's visual identity, reinforcing the relationship with customers.
- # Video creation by tools such as VideoScribe and GoAnimate marketing the company solutions through dynamic content.

Mid-senior Graphic Designer

HHP Spain (Spain) · Sep 2016 - Jun 2018

- # Design and creation of different materials such as flyers, roll-ups, brochures, social media images, animated banners, infographics and websites by following the global brand standards and ensuring consistency throughout all communications.
- # Events management, design, and printing follow-up of the different materials needed to promote the product. Direct contact with suppliers to ensure a successful result.
- # Update and create relevant content for the company website through WordPress, CSS and basic HTML.

Graphic Designer

Imprenta Corintios 13 (Argentina) · Apr 2012 - Oct 2015

- # Design of books, magazines, and covers.
- # Stationery design as business cards, folders, envelopes, and letterheads.
- # Direct dealing with clients to understand and develop their projects.
- # Design and final arts of brochures, flyers, posters, stickers, and roll-ups.
- # Project management including supplier contact and design process follow-up.

