MARÍA DELGADO

Senior Graphic Designer · Branding, Packaging & Web Design

Email	mariad99j@gmail.com
Phone	+34 601 069 096
Portfolio	mariadelgado.netlify.app
LinkedIn	in/mariadelgado-design

PROFILE

Senior graphic designer specialising in branding, packaging and web design, with 5+ years creating brand identities and experiences across fine jewellery, e-commerce and agency work. From concept to press and to screen.

EXPERIENCE

Senior Graphic Designer · Packaging & Brand Experience
MAY 2025 – PRESENT

Jorge Revilla · Fine jewellery brand with an international presence

- End-to-end packaging for multiple product lines, from concept to production: visual systems, materials, finishes and applications.
- Visual direction of collections and campaigns: coordinating photo shoots, styling and product selection.
- Web and e-commerce design (landing pages and campaigns), B2B and B2C newsletters and social media, consistent across every channel.

Graphic & Digital Designer
FEB 2022 – JUN 2025

Bricoelige · E-commerce

- Designed and maintained the PrestaShop online store: banners, blog and product imagery, with a focus on user experience and conversion.
- Managed and designed the brand's social media.
- Campaigns and visual assets for digital advertising and email marketing.
- Marketing automation flows in Connectif, working with Geotelecom Marketing Digital and SDi Digital Group.

Brand & Graphic Designer
MAR 2021 – SEP 2021

Belvedere · Marketing & advertising agency, Bilbao

- Created visual identities and graphic concepts for a range of brands.
- Designed packaging, campaigns, and print and digital pieces.
- Worked closely with the photography and web teams.

EDUCATION

Master's in Strategic Packaging Design
LABASAD · 2022 – 2023

UX/UI · Usability & User Experience
INESEM Business School · 2021 – 2022

Degree in Graphic Design
EASD Soria · 2017 – 2021

SKILLS

- ☑ Packaging: concept, materials, finishes and artwork
- ☑ Visual identity and brand systems
- ☑ Art direction and photo shoots
- ☑ Web design, UX/UI and e-commerce
- ☑ Social media and digital content
- ☑ Email marketing and automation

TOOLS

- Illustrator · Photoshop · InDesign
- Figma · Adobe XD
- PrestaShop · Connectif
- Generative AI for design

LANGUAGES

Spanish	Native
English	Conversational

MEET ME IN 1 MINUTE
Intro video and portfolio · mariadelgado.netlify.app →