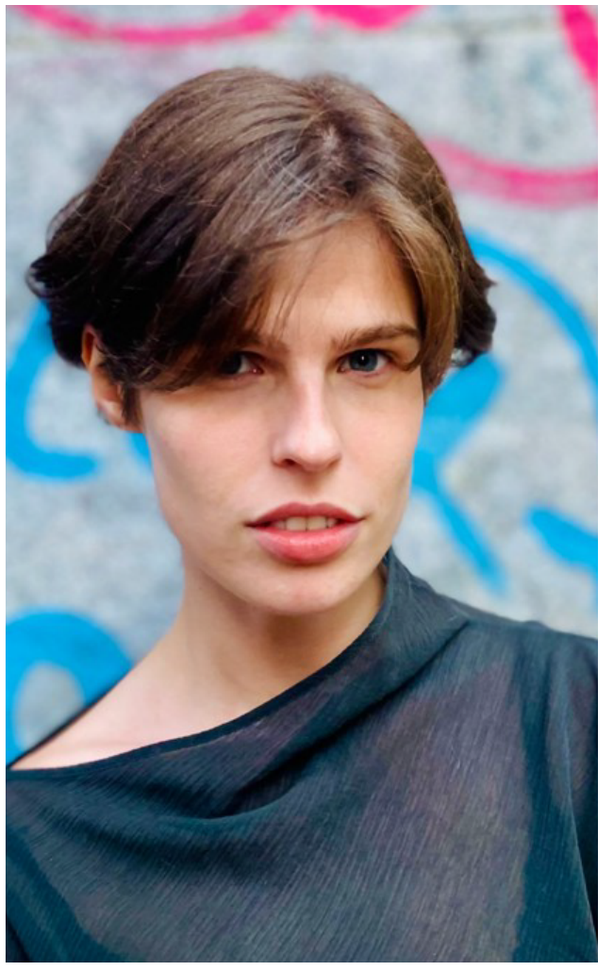
Sara Calviño



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Experience

Brand & Marketing Strategist | Creative Leadership in Cultural & Institutional Context

Head Brand Designer | Iberia

March 2021 – December 2025

Led Iberia's brand strategy across all touchpoints, ensuring coherence between identity, communication and customer experience. Coordinated teams and oversaw brand implementation, leading key projects including the company's rebranding.

Senior Graphic Designer | Futurebrand

January 2020 – March 2021

Supported brand strategy and implementation across digital and print platforms, ensuring consistency across campaigns, events and digital experiences in close collaboration with marketing and communication teams.

Graphic Designer | MADRE

October 2017 – January 2020

Contributed to the development of creative campaigns and brand assets in an agency environment, supporting brand consistency across digital platforms. Collaborated on UI solutions, content and website management within multidisciplinary teams.

Graphic Designer | The White Room Lab

October 2016 – October 2017

Contributed to the development of creative campaigns and brand assets in an agency environment, supporting brand identity, digital presence and content management.

Graphic Designer | PULL&BEAR (Inditex)

June 2016 – September 2016

Created graphics, illustrations, and lettering for circular fashion and accessories departments.

Education

Brand, Culture & Strategy

Ongoing
Instituto Tramontana | Madrid

Graphic Design & Communication | Degree

2014 - 2017
ESAD Oporto, Portugal

UX/UI Design Immersive

2022
UXER SCHOOL, Madrid

Skills

Brand & Marketing Strategy

Brand management and strategic narrative
Multichannel campaign planning
Data analysis and results-oriented approach

Creativity & Production

Creative direction of projects
Coordination with agencies and cross-functional teams
Tools *(Photoshop, Illustrator, video, AI)*

Languages

English | Professional working proficiency
Portuguese | Professional working proficiency