

Sara Calviño Ferreira



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Experience

Head Brand Designer | Iberia

March 2021 – Present

Led the visual strategy for Iberia's brand. Managed the design team and supervised implementation across all company touchpoints. Developed and implemented customer journey and brand communication strategies. Led the execution of key projects, including the company's rebranding.

Senior Graphic Designer | Futurebrand

January 2020 – March 2021

Designed and developed corporate and brand assets for both digital and print platforms, ensuring consistency across events and digital experiences. Provided creative and technical support to the marketing, communication, and digital departments, ensuring seamless brand implementation.

Graphic Designer | MADRE

October 2017 – January 2020

Designed creative campaigns and branding materials in an independent agency environment. Developed UI solutions and final artwork for various projects. Managed layout design, artist scouting, website development, and content management.

Graphic Designer | The White Room Lab

October 2016 – October 2017

Designed creative campaigns and branding materials in an independent agency environment. Responsible for brand design, website design, and content management.

Graphic Designer | PULL&BEAR (Inditex)

June 2016 – September 2016

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

Education

Graphic Design | Degree

2014 - 2017

ESAD Oporto, Portugal

UX/UI Design Immersive

UXER SCHOOL, Madrid 2022

Ceramics | Degree

EAFAC Fco Alcántara, Madrid

2020 - 2022

Skills

Adobe Creative Suite

Photoshop, Illustrator, InDesign

Illustration

Traditional & Digital

Final Artwork

Print & Textile

Figma, UI & UX Design

Languages

Spanish | Native

English | B2

(Upper Intermediate)

Portuguese | Professional

working proficiency

Galician | Native