

## Values. Languages.

### Contact.

647 95 00 24

martafontaneda  
@gmail.com

Madrid

Spanish Native

English C1

2 years stay  
in London, UK

Team player

Willingness to learn

Honesty

Adaptability



# hi! I'M MARTA

GRAPHIC DESIGNER & PROJECT MANAGER

[Click for Portfolio](#)

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Passionate about graphic design with strong organizational and project management skills, maintaining a continuous attitude of learning and improvement. With six years of international experience in the retail sector, I excel in the development of creative designs for commercial spaces, from the initial conception to the final installation.

## Professional experience.

Present  
01.22

### TREK BICYCLES • European Retail Store Graphic Designer

- Graphic design and conceptualisation of new stores at European level.
- Generation of 3D design proposals (Illustrator, Photoshop and SketchUp).
- Creation of final artworks and selection of production materials.
- Contact with suppliers and on-site supervision of the installation.

\* *Employee of the month* in recognition of her work with the brand's flagship shop in Europe: Trek Girona.

12.21  
06.20

### OPPO • Retail Graphic Designer

- Creation and adaptation of brand visuals, point-of-sale materials and marketing campaigns for approximately 200 shop-in-shops in Spain and Portugal.
- Conceptualization of Pop Up spaces in collaboration with National Geographic.
- Design of style guides, visuals and layouts with their adaptation to print and digital.

\* *Employee of the Month* in recognition of work and results in the launch of the device OPPO Find X3

06.20  
01.19

### HUAWEI Technologies • Graphic Designer

- Design and conceptualization of graphic layouts according to the style of each new device.
- Adaptation of visuals to different online and offline formats.
- Design of large format advertising assets.

11.18  
08.17

### Exclama Comunicación • Account Executive

- Management of the relationship between clients and the agency.
- Drafting of briefs based on market research.
- Active support to the creative department, facilitating understanding of client needs and ensuring alignment with expectations.
- Budget development, maintaining proactive contact with suppliers and ensuring efficient and goal-oriented project planning.

## Education.

### Graphic Design online and offline

Online courses.

### Window dressing and Visual Merchandising

Grupo INN Formación.

### Master in Advertisign Management

Universidad Complutense de Madrid.

### Degree in Audiovisual Communication

Universidad de Burgos.

## Skills.

Adobe Package



Illustrator Photoshop InDesign Premiere

Sketchup 3D

Microsoft Office

Social Networks