



Brand designer illustration & photographer

My goal is to create and manage original visual universes connected to a strategy.

- Global coherence · Attention to detail · Methodical · Minimalist · Holistic management ·

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SPECIALTIES



Visual identity



Web design newsletters, sns



Multipurpose photography



Product packaging



Editorial and printing



Vector illustration

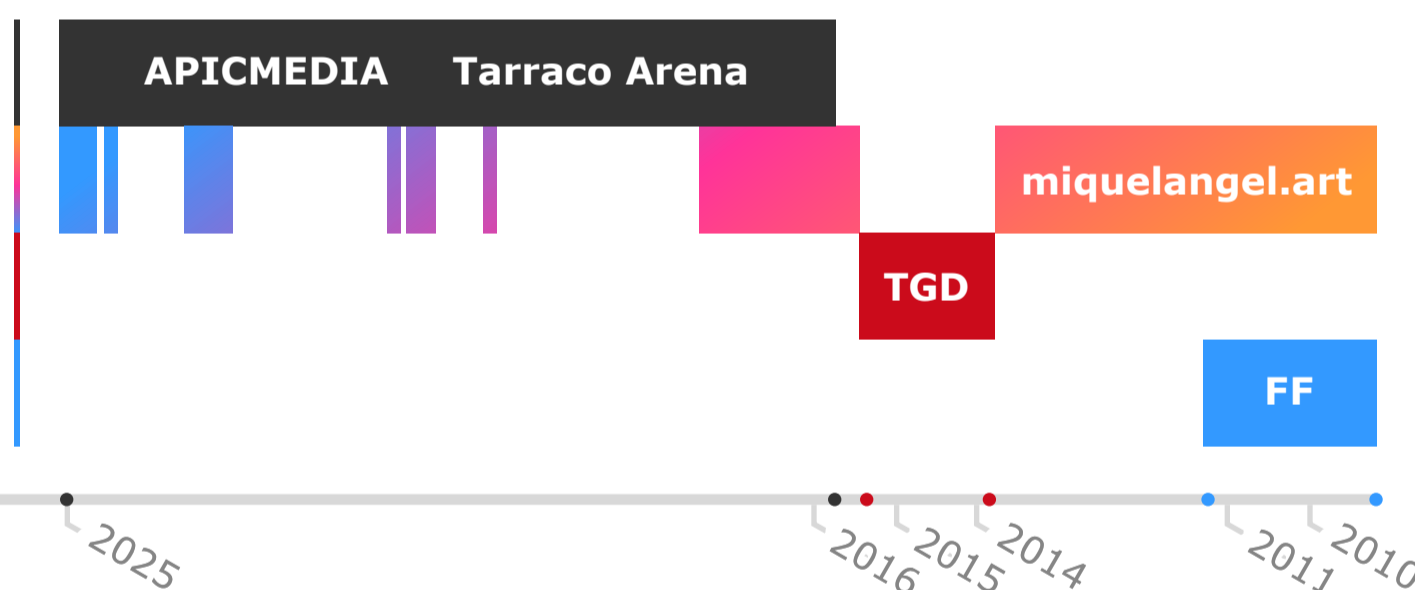
EXPERIENCE

9 yrs Advertising Ag.: Visual Id., Web, Photography

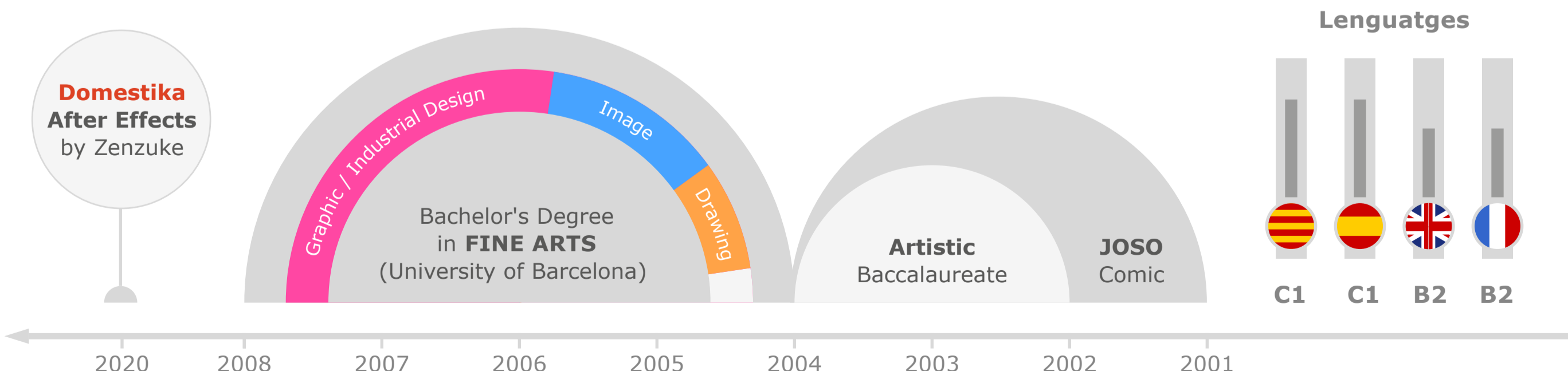
15 yrs Freelancer: Visual Id., Web, Illustration, Photography

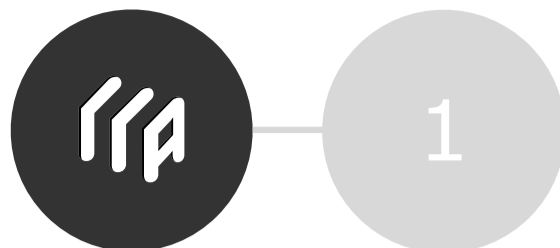
1 yr 3 mths Advertising Ag.: Visual Id., Packaging, Editorial

1 yr 6 mths Teacher: InDesign, Illustrator, and Photoshop



STUDIES





DETAILED EXPERIENCE

10.2015 - ACTUALLY — **APICMEDIA Advertising Agency - Tarraco Arena Events and related projects.**

Creative for visual identity, graphic communication strategy, and multimedia advertising, graphic design digital (static and dynamic) and printing technician, WordPress website creation and management, professional image editor, event photographer and space photographer.

Development of the visual identity for Tarraco Arena, Tarraco Arena Partners, Tarraco Arena Meetings & Incentives, Tarraco Gel, Tarraco Arena Games, Tarraco Arena Club, and various events/festivals, with the respective graphic strategy for each, from logo design to the creation of the visual universe for advertising.

Design and development of websites in WordPress, with thematic landing pages unified with the created visual identity.

Creation of final formats for all communication or advertising of: newsletters, social media profiles, space presentation catalogs, sponsor sales dossiers, banners and animated ads, brochures, flyers, posters, die-cut tickets, press advertising, and urban formats such as billboards, bus, and LED screen videos as video animated interfaces, related to the mentioned projects.

Development of the Tarraco Arena App within the communication strategy design for Tarraco Arena and its sections, as well as creating graphic sections, vector icons, and multimedia advertising.

Tarraco Arena Book and Meetings & Incentives Magazines, direction, preliminary project, design, and editing of all graphic and photographic material, including the creation of descriptive illustrations of the space and visual renders.

Event & space photographer and visual image editor, with creative abilities and professional finishes to define striking images, both for social media and for catalogs and advertising.

AI Prompt Creator for advertising images or visual assets with MidJourney, Recraft, Firefly, Krea.

01.2010 - 01.2025 — **Miquelangel.art Freelancer. Brand designer, WordPress web, illustrator & photographer.**

Creation of Imagotypes and visual branding for various brands, including animated logos (2015-2025).

Event photography and portraits: Yoga and spiritual retreat with Anabel Otero at La Bartra (2024).

Web interface design for Fraternidad Blanca Universal Española, with a communication strategy (2024).

Design of the digital interface and logo illustration for the video game Distant Chronicles (2015).

Illustrated infographic map of several estates from an aerial view, with graphic view of land (2015).

Illustration of an infernal theme for the background of the Els Pastorets play in Valls (2015).

Industrial conceptual design for BRB Karts (prototype from 2013).

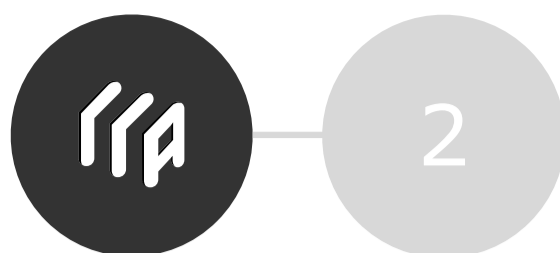
394 vector illustrations for the Llums de Nadal 2014 catalog, Grupo Innion (2013).

Web design, imagotip, infographic maps, and space photography for Abadía de Figuerola (2012).

Texture design for 3D models and two scenarios for the video game Divine Justice Zero (2011).

Vector illustration and original artistic portraits for private clients (2010-2011).

Design and illustrations for over 30 T-shirts from the personal brand G IG (2010).



DETAILED EXPERIENCE

01.2014 - 03.2015 — **TGD Communication Agency. Multimedia designer and illustrator.**

Creation of the logo design and visual strategy for BRA and MONIX products such as BRA SAFE, COLORSTEEL, PRIOR, NEWSTAR. Creation of functional Packaging, die-cuts, instructions with illustrations, pictograms, magazine ads, the BRA catalogs from 2014-2015, and a recipe book: Cocina con BRA.

Page layout and ad creation for the magazine Cultura y Paisaje (Issue 8).

InDesign template layout for 3 books for the Fundación Democrática y Gobierno Local.

Illustration and design of the Fira del Vent 2014 poster with the activity flyer.

Image and graphic line for BUS VALLS 50th Anniversary, applied to the urban bus.

Creation of 7 icons for the SAHICASA anti-pest website.

Others: design of brochures, newsletters, image retouching, preparation of originals for print.

09.2009 - 03.2011 — **Fons Formació. Computer programs teacher.**

Instructor of InDesign, Illustrator, and Photoshop, including the theoretical aspects of design and photography, at Fons Formació (Tarragona) and for private classes. Courses lasting 2 to 3 months, with a capacity of 2 to 20 students.

INTERNSHIPS — **Belles Arts, Barcelona. Belles Arts, Barcelona. Graphic design internship.**

Rebranding for Castellnet, Cleaning Services S.L., St. Vicenç de Castellet (1 month, 2008).

Design of the stand and strategies for an event at the CCCB, Barcelona (1 month, 2007).

TPW Gaming Community: design of the emblem and illustrations, international (1 month, 2007).

Rebranding and website for designer MTX Mertxe Hernández, Barcelona (1 month, 2007).

Temps de Flors, Girona: co-creation of Land Art with international artists (1 month, 2004).

CONTESTS — **Awards**

Finalist in the international Bombay Sapphire cocktail glass design competition (2008).

1st Prize in the 3rd AIJU Toy Design Contest, national level (2007).

2nd Prize in the 7 de Manresa Comic Contest, local level (2003).