

JESÚS LUNA MARÍN

Senior Graphic Designer | Visual & Branding Design

Madrid, Spain | Immediate availability

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Visita mi **Portafolio**  www.linkedin.com/in/jesus-luna/



PERFIL PROFESIONAL

Senior Graphic Designer with extensive experience in visual communication, corporate identity, and digital production. Specialized in developing sustainable visual systems for creative organizations—spanning from brand identity definition to cross-platform execution in audiovisual production, digital media, and brand communication. Highly strategic and technically proficient, enabling seamless, independent collaboration across multidisciplinary teams. Advanced command of Adobe Creative Suite, Figma, and generative AI tools applied to production workflows.

EXPERIENCE

Freelance Senior Brand Designer | Artefacto Visual | 2026 – Present

Providing independent brand identity and visual systems consulting for corporate clients and institutional organizations (including project-based collaboration with APD and custom interactive development for Empys).

Graphic Designer (External Consultant) | APD (Association for Management Development) | March 2026

Project-based freelance collaboration for one of Spain's leading executive development organizations.

- Designed and structured high-impact corporate PowerPoint presentations, creating custom supporting visual assets in Photoshop.
- Developed marketing and outreach collateral using Photoshop and InDesign for an exclusive line of institutional projects.

Visual Designer & Developer | Empy's | 2026 (Freelance Project)

Led the visual conceptualization and technical development of an interactive application for a 4K touch-screen Point of Sale (POS).

- Designed and programmed a rewards-wheel application in Python, integrating probability logic, thermal ticket printing, and a secure configuration panel.
- Managed the full project lifecycle, from initial requirement gathering to compiling the final standalone executable (.exe) for offline deployment.

Senior Graphic Designer | Tolentino Abogados, S.L.P. | 2023 – 2025

Built and maintained a comprehensive visual communication ecosystem across social media, email marketing, brand identity, stationery, and internal assets, ensuring strict brand consistency and messaging coherence over two years of continuous production.

- Served as the end-to-end lead for visual communication and digital strategy for a high-volume law firm featuring continuous weekly content production, live streaming, and a broad Latin American audience.
- Designed corporate self-serve resources and templates to optimize operational autonomy for non-creative internal teams.
- Produced weekly audiovisual content integrating recording, editing in DaVinci Resolve, and AI avatar generation (HeyGen) to sustain active streaming and social media growth.
- Managed end-to-end live streaming operations, including visual asset design, technical configuration (StreamYard), registration systems (Weeetix), and post-event distribution.
- Hand-coded responsive email marketing campaigns using HTML/CSS for Mailerlite.

Administrative Assistant & Graphic Designer | Property Web, S.L. | 2019 – 2022

Provided creative support in graphic design and digital marketing, developing campaign assets, managing email marketing pipelines, and handling client communications.

Office Productivity Instructor | Soporte Lógico, C.A. | 2021 – 2022

Delivered professional training in Microsoft Office (Word, Excel, PowerPoint) and developed tailored educational materials for diverse proficiency levels.

Graphic Designer | Inversiones Empléate, C.A. | 2011 – 2016

Maintained corporate identity across digital and print collateral, designed and programmed websites, and executed targeted email marketing campaigns for internal and third-party services.

Independent Freelance Designer / Artefacto Visual | 2017 – 2019

Delivered end-to-end freelance projects including logos, corporate stationery, outdoor advertising, and custom websites for a diverse client portfolio.

EDUCATION & CREDENTIALS

Degree in Graphic Design Colegio Universitario Monseñor de Talavera

Advanced Vocational Training (FP2) in Web Application & Page Construction CIC Formación, 2021 – 2022

AI First Program: Comprehensive Guide to AI Strategic Architecture.

Active Continuous Training in: Figma, Design Systems, Python Automation, and Production-Applied AI.

SKILLS

Languages: Native Spanish | Proficient/Advanced English (C1).

Design & Production: Visual Identity Systems Development, Brand Communication Audits & Diagnostics, Continuous Production Brand Management, Adobe Illustrator, Photoshop, InDesign, Acrobat Pro, CorelDRAW, Figma, DaVinci Resolve, Premiere Pro.

Web & Digital: HTML5/CSS, WordPress, Joomla, Mailchimp, Mailerlite, Responsive HTML Email, UI/UX Design, Responsive Design.

Workflow & AI Tools: Claude, Gemini, ChatGPT, Copilot, HeyGen, ElevenLabs, Python, Trello, Google Workspace.