



## CONTACT

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-  04.06.1989

## COMPETENCIES

- Graphic and media design
- Adobe CS
- Information design
- Branding
- Typography
- Layout
- Corporate Branding
- Digital graphics
- CSS
- Logo creation

## LANGUAGES

**Spanish:** native language

**German:**  B1  
Good knowledge

**English:**  C1  
Advanced knowledge

## SUMMARY

Creative graphic designer with several years of experience in corporate design, print & digital layout, and illustration. Detail-oriented, committed, and always ready to learn new skills independently.

# Rocío Pérez Villamayor

Portfolio: [www.rosharte.com](http://www.rosharte.com)



## EXPERIENCE

**Media designer/digital** Bobshop – Walldorf, Germany  
10/2024 – today

- Designing weekly newsletters. Preparing entries (images) and GIFs.
- Daily updates to the website (Shopware system)
- Preparing images for the website. Image search, retouching, and background removal in Photoshop.
- Creating videos (reels) for Instagram stories and posts.
- Maintaining constant dialogue with suppliers to optimize photo searches.

**Media designer /Print-Digital** Nussbaum Medien– Skt Leon–Rot , Germany  
02/2024 – 07/2024

- Design and printing of advertising materials such as flyers, T-shirts, and banners.
- Development of new, brand-related visual design elements with a focus on concept and brand message.
- Further development, maintenance, and monitoring of corporate design.
- Creation of design templates for web and print products.
- Creation of presentations, animations, and videos.
- Development of various websites, landing pages, social media, or online campaigns.

**Freelance graphic designer** – Wiesloch  
01/2019 – 2024

- Creation of digital image files for use in digital and traditional printing processes.
- Development of new, brand-specific visual design elements with a focus on concept and brand message.
- Development of website layouts, templates, and unique brand designs.

**Freelance graphic designer** – Buenos Aires, Argentina  
01/2017 – 10/2018

- Develop corporate brands by creating consistent designs for elements such as logos and letterheads..
- Create drafts for catalogs, flyers, posters, advertising brochures, product information, and sales materials.
- Design graphics and media for print and web applications and deliver production-ready artwork.
- Utilizing media and graphic design expertise to develop compelling marketing and promotional materials, including flyers and advertisements, to generate new revenue and increase client market penetration..

**Site Managerin** Wunderman Thompson – Buenos Aires, Argentinien  
05/2014 – 01/2017

- Developing corporate brands by creating consistent designs for elements such as logos and letterheads..
- Developing website layouts, templates, and unique brand designs.

- Submitting design ideas in early planning stages together with clients and project managers.
- Reviewing graphics for context of use and quality.
- Website maintenance

■ **Junior Graphic Designer** IDS Argentinien - Buenos Aires, Argentina  
01/2013 - 04/2014

- Website maintenance
- Creation of drafts for catalogs, flyers, posters, advertising brochures, product information, and sales documents.



## EDUCATION

■ **Graphic designer Institution:** Flores University - Buenos Aires, Argentina,  
03/2012 - 11/2015

**Degree:** University of Applied Sciences 3Y (Graphic Design)

■ **3D Models: 3D Modeling and Printing**

**Facility:** FX School - Buenos Aires, Argentina, 07/2017 - 10/2017



## HOBBIES

- Drawing
- Jogging
- Dancing



## CERTIFICATES

- German language diploma (B1)- Wiesloch Adult Education Center, 2019
- Online course in vector illustration