

# MARIA GLORIA VALLEJO

Graphic & Web Designer | Branding | UX/UI | Visual Marketing

[www.glovallejo.com](http://www.glovallejo.com)

[hola@glovallejo.com](mailto:hola@glovallejo.com) | +34 657 044 596 | Valencia, Spain

## SUMMARY

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Graphic and web designer with 10 years of experience in branding, digital design, visual content, and web development using WordPress. Has worked with brands across various sectors such as technology, gastronomy, education, fashion, and healthcare. Combines strategic vision with creativity, focusing on functional, visually appealing solutions aligned with business goals.

## EXPERIENCE

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### **Web and Digital Content Designer** Remote | 2023 – Present

NOETIC CREATIVE

- Design of conversion-focused landing pages with a strong emphasis on UX/UI best practices.
- Implementation of responsive WordPress websites optimized for multiple devices.
- Creation of graphic and multimedia content for social media, enhancing visibility and engagement.
- Development of mobile-friendly, personalized email marketing campaigns for targeted audiences.
- Collaboration on digital marketing strategies with multidisciplinary teams.

### **Freelance Designer** Valencia, Spain | 2019 – Present

- Development of complete visual identities, including logos, style guides, and digital applications.
- Design of self-managed WordPress websites tailored to various industries.
- Creation of communication materials: packaging, print media, social media content, and presentations.
- Full management of creative projects from briefing to delivery, meeting deadlines and objectives.
- Branding and visual consistency consulting for small businesses and entrepreneurs.

### **Art Director** Quito, Ecuador | 2015–2018

BLU!LAB DESIGN LAB

- Creative direction for campaigns and brands, overseeing graphic design, photography, and promotional materials.
- Coordination of processes with internal and external teams to ensure quality and visual consistency.
- Development of visual solutions for clients in both the public and private sectors.

### **Merchandise Assitant** Orlando, FL, United States | 2012–2013

WALT DISNEY WORLD RESORT

- Customer service in themed retail stores within the park.
- Product management and logistical support while upholding Disney quality standards.

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## EDUCATION

**Master's Degree in Design and Illustration** 2018–2022  
POLYTECHNIC UNIVERSITY OF VALENCIA  
Valencia, Spain

**Bachelor's Degree in Communication Design** 2010 – 2014  
UNIVERSIDAD SAN FRANCISCO DE QUITO  
GRADUATED CUM LAUDE – GPA: 3.65  
Quito, Ecuador

## SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)
- Figma
- WordPress (including Elementor and basic HTML/CSS customization)
- Basic UX/UI Design
- Email Marketing (Mailchimp, Klaviyo)
- Social Media Content Creation
- Responsive and User-Centered Design
- Packaging, Editorial Design, and Branding
- GSuite
- Remote Work Tools: Slack, Asana, Microsoft Teams, Airtable

## LANGUAGES

- Spanish: Native
- English: C2 (Proficient / Native-level proficiency)

## AWARDS & RECOGNITIONS

- COCOA USFQ Award – Best Communication Design Project of the Year (2014)
- Citi Microentrepreneur of the Year – First Place, Senior Adult Toys Category (2016)
- Graduated Cum Laude – Universidad San Francisco de Quito (2014)

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