



Alicia Sánchez

Graphic & Web Designer specialising in Branding, Digital Experiences & Visual Communication.

Graphic & Web Designer with 3+ years of agency experience, specialising in brand identity, web design and digital experiences. I combine creative thinking, strategic design and technical skills to develop visual identities and digital solutions that are both distinctive and functional. Experienced in taking projects from concept to delivery, working independently and collaborating directly with clients and creative teams.

Core Skills

Brand Identity · Graphic Design · Web Design · UI/UX · WordPress · Digital Experiences · Social Media · Editorial · Motion

Soft Skills

Concept & Visual Thinking
Creative Problem Solving
Brand Strategy
Digital Design
Project Ownership
Clear Communication

Creative Toolkit

Graphic Design

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Procreate

Video & Motion

Adobe After Effects
Adobe Premiere Pro
CapCut

Web

WordPress
Elementor
Divi
HTML
CSS

UI/UX

Accessible and responsive web design
SEO & SEM

Languages

Spanish Native
English Professional Working Proficiency (C1)
French Basic (A2/B1)

Contact

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“For me, good design isn’t just about making things look good. It’s about understanding the problem, asking the right questions and finding a clear, thoughtful way to solve it.”

Experience

Bgimeno Studio – December 2025 – Present

Brand & Web Designer

Working with startups and growing businesses to develop distinctive brands through strategic branding, website design and social media, helping them strengthen their visual presence and increase their visibility.

Key responsibilities

- Brand identity design
- Managing projects independently from concept to final delivery, from initial concept and client communication to design, development and implementation.
- WordPress website design and development
- UI/UX design
- Creative concepts and visual communication
- Client collaboration and project development
- Maintaining and evolving existing brand identities
- Social media design and planning

CGBarríos Comunicación – April 2024 – December 2025

Junior Graphic Designer

Developed graphic and web design projects for cultural organisations, public institutions and businesses, from branding and event identities to stationery, editorial materials and digital experiences.

Key responsibilities

- WordPress website design and development
- Branding and visual identity
- Editorial and print design
- Social media design
- Motion graphics and video editing

Terceto Comunicación – March 2023 – June 2023

Graphic Designer Intern

Worked on a variety of graphic design projects, supporting branding, editorial design and digital communication for different clients and organisations. My first experience in a creative agency, where I developed my design practice and learned to navigate real client projects, deadlines and collaborative workflows.

Key responsibilities

- Supporting branding and visual identity projects.
- Graphic design for print and digital communication.
- Assisting with editorial layouts and creative materials.
- Developing visual assets for client projects.

Education

Master's Degree in Web & Multimedia Design

INEDI Design School · Bilbao, Spain | October 2023 – June 2024

Specialised in web design, UI/UX, WordPress, motion graphics and digital experiences, expanding my graphic design background into the digital world.

Bachelor's Degree in Graphic Design

Estación Diseño · Granada, Spain | September 2019 – June 2023

A four-year degree focused on visual communication, branding, editorial design, typography and creative thinking, providing a strong foundation in design principles and problem-solving.