María Albertina Elena

Graphic Designer

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Portfolio: [portfolio URL — domain pending]

PROFILE

Graphic designer specialising in brand identity, editorial design and social media content, with skills in 3D modelling (Cinema 4D), UX/UI and video production. Experience creating visual content for agency clients and building brand identity systems for print and digital. Bilingual: Spanish and English.

EXPERIENCE

Freelance Graphic Designer
Private insurance producer · United States (remote)
2024 – Present (project-based)

- Designed the brand identity system and corporate communication materials for the company.
- Produced brochures, stationery and sales collateral for print and digital.

Community Manager & Visual Content Creator
Beauty salon · Mar del Plata, Argentina
2024 – Present

- Defined the visual strategy and feed aesthetic for the brand's social media platforms.
- Planned, filmed and edited video and photo content to increase reach and community engagement.

Graphic Designer
Play Mastery (digital agency)
Jul 2026 – Oct 2026

- Designed social media content for multiple client accounts across industries.
- Maintained brand identity and visual consistency across each client's channels.

EDUCATION

Licenciatura in Graphic Design and Audiovisual Communication
Universidad CAECE · Mar 2024 – Present

Medical Sciences studies
Universidad FASTA · 2020 – 2023

Bilingual High School Diploma (English – Spanish)
Colegio Northern Hills · 2019
SAT and Cambridge certifications.

CERTIFICATIONS

UX/UI Design Career
Coderhouse · 2023 – 2024
4 courses: UX/UI Design, Advanced UX/UI Design, UX Research, UX Writing.

Digital Marketing Career
Coderhouse · 2023 – 2024
4 courses: Digital Marketing Fundamentals, Community Management & Content, Paid Media, Inbound Marketing, SEO & Copywriting.

SKILLS

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe Lightroom, Figma, Cinema 4D

Areas: Brand identity, editorial design, 3D modelling and animation, UX/UI design, social media content, video production, community management, paid media (Meta Ads, Google Ads), SEO and copywriting, UX research and UX writing, AI-assisted image generation and prototyping

LANGUAGES

Spanish: Native · **English:** Bilingual (SAT 1200; Cambridge First Certificate, C1) · **French:** Basic, A1 (DELF A1) · **German:** Basic (A1)