



MARINA PASTOR VALCARCE

Creative designer Madrid

Contact

All links work!

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About me

Digital designer with a multidisciplinary background based in Madrid.

Detail-oriented and craft-driven, I have 4 years creating visual design, 3d and 2d motion graphics, and art direction for brands across industries. I bring strong design sensibility and innovation to every project, exploring new tools and approaches to elevate my work.

Experience

MAY 2024

NOW

ART DIRECTOR // Publicis Spain

Madrid, Spain

Concept development, design and execution of visual campaigns across digital and print, collaborating with different teams. Clients: Renault, Visa, Garnier, BMW Motorrad, Atresmedia...

DIC 2023

MAY 2024

CREATIVE DESIGNER // LAZOTEA

Madrid, Spain

Motion graphics for advertising campaigns, branding and social media content. Clients: Mediaset, Disney, FAD, Planeta Formación y Universidades...

NOV 2021

JUL 2023

DESIGN WORKSHOP TEACHER AND MASTERCLASS // U-tad

Madrid, Spain

Teacher of multiple design workshops and Summer School for high school students about Adobe software and motion graphics. Portfolio masterclass for students in third year of Digital design bachelor degree of U-tad.

MAR 2022

AGO 2022

DIGITAL DESIGNER // Newmedia Events

Madrid, Spain

Content creation and space design for immersive events. Video edition, motion graphics, 3d modelling and animation, and content for socials. Worked also for **DOMO360** (a geodesic dome), with the creation of 360° animations. Clients: Amazon, Coca-Cola, McDonalds, Peugeot, Sony...

MAR 2022

JUL 2022

ART DIRECTOR // RTVE

Madrid, Spain

Original concept and art direction of San Fermín 2022 graphic line on Spanish national television.

OCT 2021

FEB 2022

ASSISTANT GRAPHIC DESIGNER // Armando Milani

Milan, Italy

Helping Italian graphic designer Armando Milani with digitalising his design works and preparing others, like Eco Humanity project, or his next merch.

Collective exhibitions

NOV 2021

JAN 2022

MIKA FITNESS STUDIO //

BID x Matadero

Madrid, Spain

Had my brand identity and art direction project exhibited in Matadero Madrid, as part of 9th edition of the Iberoamerican Design Biennial in Graphic Design category.

Education

2019

2023

DIGITAL DESIGN // U-tad

Madrid, Spain

Scholarship of excellence. Art direction and Photography passed with honours.

2021

2022

GRAPHIC DESIGN // IED

Milan, Italy

Erasmus+ experience.

Recognition

CREATIVAS VISIBLES // Más Mujeres Creativas

Selected for "Creativas Visibles" 2024 program promoting women's visibility in creativity, culminating in a talk to over 100 attendees.

Languages

Spanish // Native

English // C2

Italian // B1

French // A2

