

DARÍO PEÑALVER GARCÍA

Senior Marketing & Web Designer | Certified Webflow Partner | AI-Enhanced Workflows

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PROFESSIONAL SUMMARY

Senior Marketing & Web Designer with 14+ years of experience across web design, marketing design, brand identity, Webflow development, and AI-enhanced creative workflows. Specialized in building conversion-focused websites, landing pages, campaign assets, and scalable Webflow systems for startups, scale-ups, B2B and SaaS companies. I combine visual craft, marketing thinking, Webflow execution, and AI-assisted workflows to help teams launch faster, communicate more clearly, and improve conversion across digital touchpoints.

CORE SKILLS

Design: Art Direction, Advertising, Brand Identity Design, Brand Strategy, Communication Design, Illustration & Iconography, Photography & Postproduction, Print Design, UI Design, UX Design, Web Design

Marketing & Growth: B2B Sales Enablement, Campaign Design, Conversion-Centered Design, CRM & Email Marketing Design, Landing Pages, Paid Social Creatives, Performance Marketing Design, Storytelling

Tools & Technical: Adobe Creative Cloud, Design Systems, Figma, Frontend Development, Google AI Studio, HTML/CSS, Responsive Web Design, Webflow

AI: AI-Enhanced Creative Workflows, Generative AI, Prompt Engineering, Workflow Automation

Leadership: Hiring & Mentoring, Project Management, Stakeholder Management, Team Management

WORK EXPERIENCE

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Rockatthesight (Self-employed) Oct 2018 – Present | Berlin, Germany

- Provided marketing design, web design, and Webflow development for clients including N26, ResearchGate, Lingoda, audibene, Jodel, jovoto, Talenthouse, Lightcast Discovery, Xapo Bank, One Click LCA, Urlaubstracker, Fired Up Space, kevee, noga, p36, Qevlar AI, Blinkist and Customer Alliance, among others.
- Delivered marketing and brand identity work, integrating AI-enhanced workflows to streamline design and production.
- Managed client relationships, project scoping, and end-to-end delivery for digital campaigns, websites, and print design.

Senior Marketing Designer (Freelance) — Marketing Team

ResearchGate Oct 2018 – Jul 2023 | Berlin, Germany

- Led marketing design execution as the first dedicated marketing designer, delivering high-quality assets across presentations, sales collateral, email campaigns, social media, webinars, events, and paid acquisition while supporting 30+ stakeholders under tight deadlines.
- Created scalable visual systems, including a presentation design system, iconographic visual language, imagery guidelines, email templates, and social media templates to ensure brand consistency across marketing and sales channels.
- Built key Webflow marketing pages, including 10+ Scientific Recruitment web pages, the Self-Serve jobs page, the Success Stories page and the Resource Center, in close collaboration with UX and marketing teams to support lead generation, content marketing, and campaign performance.

Art Director — Marketing Team

Asana Rebel (Asana Rebel GmbH) Dec 2017 – Jul 2018 | Berlin, Germany

- Owned marketing and internal design as the first designer hired, leading projects from concept to delivery across performance marketing, CRM, social media, app store assets, investor decks, onboarding presentations, PR materials, merchandise, and office branding.
- Designed high-performing creative assets for SEM, Outbrain, Content Marketing, Pinterest, Facebook, Instagram, Twitter, App Store, Play Store, and CRM while ensuring brand consistency across all consumer touchpoints.
- Supported product, customer care, HR, and marketing teams with app imagery, help center redesign, internal photo shoot production, asset organization, and design improvements that strengthened brand experience, business operations, and employer branding.

Senior Visual Designer & Marketing Graphics Lead — Brand Team

Babbel (Lesson Nine GmbH) Jun 2016 – Nov 2017 | Berlin, Germany

- Led the marketing graphics team within the Brand Team, hiring and mentoring designers, assigning responsibilities, improving workflows, and delivering high-quality creative work for 50+ stakeholders under tight deadlines.
- Designed and produced marketing assets across Display, SEM, Paid Social, CRM, B2B initiatives, third-party platforms, print campaigns, landing pages, investor decks, PR, internal communications, and event materials.
- Created responsive newsletters, campaign concepts, illustrations, presentation materials, branded event logos, and marketing imagery while maintaining brand consistency and supporting scalable creative production across channels.

Web Designer & Marketing Graphics Lead — Performance Marketing Team

Babbel (Lesson Nine GmbH) Dec 2013 – May 2016 | Berlin, Germany

- Led the marketing graphics team within the Performance Marketing Team, hiring and mentoring designers, assigning responsibilities, improving workflows, and managing creative delivery for 30+ stakeholders under tight deadlines.
- Designed and produced performance marketing assets across Display, SEM, Paid Social, third-party platforms, newsletters, landing pages, presentations, PR, internal communications, and event materials.
- Created campaign concepts, responsive email newsletters, landing page designs, illustrations, infographics, Hack Day logos, and marketing imagery to support scalable acquisition and brand-consistent creative production.

Graphic & Web Designer — Marketing Team

Delivery Hero (Delivery Hero AG) Nov 2012 – Oct 2013 | Berlin, Germany

- Supported brand strategy and rebranding initiatives, contributing to positioning, brand values, visual direction, moodboards, responsive wireframes, content strategy, color palettes, typography, and imagery.
- Designed and produced cross-channel marketing campaigns across Display, Affiliate, CRM, social media, mobile, and offline channels, including campaign concepts, storytelling, banners, CTAs, icons, app icons, illustrations, and graphic elements.
- Created, analyzed, and optimized performance banner campaigns in Mediaplex, producing animated banner sets, landing pages, and web elements to support acquisition and display marketing performance.

Web Design Intern — Product Design Team

eDarling (Affinitas GmbH) Dec 2011 – Jun 2012 | Berlin, Germany

- Supported the Product Design Team with website updates for eDarling and betterDate, contributing to research, wireframes, web elements, user interfaces, logout banners, and landing page designs.
- Designed and optimized style guides and office signage, helping maintain visual consistency across brand, product, and internal communication touchpoints.
- Created print and digital marketing assets, including infographics, greeting cards, fair roll-ups, business cards, and social media designs for Facebook, Google+, and Twitter.

Art Direction Intern — New Business Team

media consulta (Media Consulta Advertising GmbH) Jul 2010 – Jan 2011 | Berlin, Germany

- Supported the New Business Team in the development of creative concepts, contributing to briefings, research, moodboards, mind maps, and brainstorming sessions for new campaigns and pitches.
 - Created branding and visual identity materials, including logos, graphic elements, and style guides to support campaign and brand development.
 - Produced campaign content across print, viral, and street marketing formats, including photography, image editing, naming, slogans, headlines, and other copywriting materials.
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EDUCATION & CERTIFICATIONS

- Google AI Professional Certificate | Google | May 2026
 - Certified Webflow Partner | Webflow | Aug 2024 – Present
 - UX Design + Front End + WordPress Track | Team Treehouse | Jan 2017 – Dec 2019
 - HND in Graphic Design, Tarragona Art & Design School | Sep 2006 – Jun 2010
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LANGUAGES

Spanish (Native) • Catalan (Native) • English (C1) • German (C1) • Italian (A2)

INTERESTS

Artificial Intelligence • Blockchain • Entrepreneurship & Startups • Fitness & Sports • Investing • Languages • Photography • Poker • Programming • Travel