

Gia — Madrid based Interdisciplinary Designer with +7 years of experience

I'm an interdisciplinary designer shaping bold ideas through mixed media — from branding and web to photography and video editing. I blend AI-generated content with traditional design and strategy to create seamless, innovative results.

Driven by curiosity and clarity, I turn concepts into visuals that move, connect and drive impact.

- Collaborating Globally
- Madrid based
- Remote/Hybrid
- English
- Spanish

Links

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Experience

Lead Designer at FROGED Technologies

October 2023 → Now
(2 yr, 2 mos)

B2B SaaS – Communication stack platform for customer support and sales teams. Omnichannel, voice and automation tools to connect, support and retain customers.
Málaga, Spain.

Jobs

Lead Designer

Own the design team in cross-functional collaboration with product, sales, and development teams to conceptualize and iterate on needs based on clients insights, brand goals, and business strategy. Lead all visual and UI initiatives to ensure a consistent and impactful brand experience across every touchpoint.

Brand and Marketing Designer

Lead brand and marketing design across all channels, collaborating with key teams (product, sales and leadership) to translate strategy into impactful visuals that strengthen identity, boost awareness, and drive growth through cohesive campaigns and assets.

Impact

- Boosted the company's digital presence through website redesign and advanced SEO/AEO, driving lasting organic traffic and customer growth.
- Led a full rebrand, redefining visual and verbal identity to match new positioning and target audience, creating a cohesive, mature, and scalable brand that reinforced the company's SaaS market presence.
- Developed and executed a unified content strategy and social media calendar focused on consistency and storytelling, optimizing key platforms (Capterra, G2, Wikipedia, etc.) to boost credibility, engagement, and lead quality.

Founder & Creative Lead at &BRICKS studio

April 2020 → Now
(5 yr, 6 mos)

Creative Agency / Brand Consultancy – Founded a multidisciplinary agency and consultancy for global brands and institutions. Developing relevant brands, concepts, designs and communication concepts.
International

Graphic Design and Video Editing for Rakuten Europe

Developed high-impact social media content for Instagram & YouTube across five languages and markets (EN, FR, DE, ES, IT). Collaborated closely with the in-house Marketing team to execute design assets for paid media campaigns and manage video editing, supporting Rakuten Europe's digital strategy.

- The assets I designed improved CTR by 15%, (from 1.8% to 2.25%) successfully scaling Rakuten Europe's digital reach.

Graphic and Motion Design for Glovo App

Directed the production of 160 internal training videos for Glovo's global teams within two weeks, managing design, editing, and coordination with freelancers and in-house teams to deliver branded content across 20 languages.

- Enabled global operational alignment by delivering standardized training content that supported simultaneous implementation of critical changes and improved efficiency across international teams.

Video production and Editing for Banco Sabadell

Produced 14 educational videos explaining a new banking app within 48 hours, managing voiceovers, editing, motion graphics, and stakeholder approvals to ensure seamless delivery in English and Spanish.

- Demonstrated strong management and coordination by delivering a high-volume, dual-language video project within 48 hours, ensuring Banco Sabadell's app launch stayed on schedule and clients received essential educational content.

To know more about my work experience contact me at giagiacinti@gmail.com

Education

- Master in Graphic Design and Graphic Arts by CEI School of Design
- Bachelors Degree in TV, Script and Filmmaking by Universidad de La Punta, ARG.

Certifications

HTML5 & CSS

Course in UX/UI by Coderhouse

Selected Clients

Glovo?

Rakuten

Sabadell

totem

IMF
Smart Education

The
Mood
Project

Trivia

Outside of work, I enjoy staying active and connected to nature. I play padel, go trekking and fishing with my dad, and find creativity and calm through knitting. I'm passionate about Asian cuisine and there's not a single day I don't listen to some new music. I play the guitar, love drama movies, and I'm currently learning Italian.