

 Working remotely from Costa Brava, Spain

DESIGN PORTFOLIO

BY EMI STAEL

I CRAFT THOUGHTFUL DESIGNS AND IDENTITIES WITH PASSION

Every project is carefully designed
with a playful yet strategic
approach.



I’m a multidisciplinary designer, experienced in the world of digital and print design, with great interest in creativity and innovation.

I thrive on stepping out of my comfort zone in search of new challenges. Collaborative, human-centered with a meticulous attention to detail. Actively integrating Generative AI into my workflow.

CAREER

Freelance Visual Designer
ECU 🇪🇨 ES 🇪🇸 USA 🇺🇸 GER 🇩🇪 MEX 🇲🇪
August 2020 - Present

Visual Designer
Navar - 55Birchstreet, Hamburg
Freelancing Today

Product & Visual Designer
Vreed GmbH, Berlin
Sept. 2021 - Sept. 2023

Branding and Communication
The Re Company, NYC
Sept. 2019 - Sept. 2023

Visual & Multimedia Designer
Woonivers, Madrid
February 2020 - May 2022

Digital Designer and PR
Inhaus Studio, Ecuador
September 2018 - June 2019

Multimedia Designer
Eikon Digital, Ecuador
July 2016 - September 2018

Graphic Design Intern
Señal X, Ecuador
Internship, 2015

EDUCATION

EAE Business School
Master in Digital Transformation, Barcelona
December 2023 - April 2024

European Institute of Design
Master of Design & Innovation, Madrid
January 2019 - December 2019

University of Azuay
Bachelor’s Degree, Ecuador

Rosa de Jesús Cordero School
Elementary and High School, Ecuador

SOFT SKILLS

Creative Problem Solver ⚡ - Courageous
Empathetic - Self Disciplined - Enthusiastic
Feedback Oriented

CORE SKILLS

- Visual design
- Design thinking
- Design research
- UX
- Communication Strategy
- Branding
- Digital
- Video editing
- Animation
- Packaging
- +

TOOLS

Design and Multimedia Software
Adobe Creative Suite. Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, Muse, Bridge

Web Design and Prototyping
Webflow, Squarespace, Wordpress, Figma, Miro

Other
Keynote, Midjourney, DALL-E, Notion, Trello, Asana, Clockify, Capcut, Word, Excel, PowerPoint

PUBLISHED

Creative process for designers
Rayado Book
Oct 2016



After Effects course with Jorge Monchon.
Film poster seminar with JAMES VERDESOTO.
Design and applied arts festival. CHROMIA.
Third national design meeting Q'MANDO MODA.
BEHANCE 2015 creativity meeting.
Google Apps Session 2014, Google Adwords.
Ibero-American Festival of Creativity and Strategy FICE 2015, Bogota, Colombia.
South Summit 2019 Madrid.

VREEDA

55 BirchStreet

STAMP

NAVAR

team
decoder

THE ARTIAN

vivanta

indurama

CRAYOLA

PAHISSA
ESPAI
CINEMA

PIRATA

Buynomics

I've been working with



woonivers

GÖTTBAKED

FLYGOOD

Re

LOOK

BOMBO
CATERING

Avantia

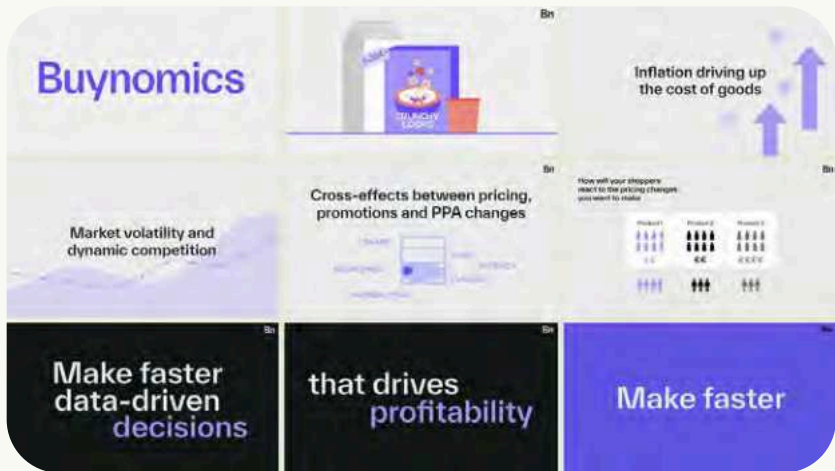


ANA ISABEL
VINTIMILLA

M₀

VR VERAGESTIONS
ASSESSORIA

GIROGESTIONS



Created a 3-minute motion graphic for Buynomics, simplifying pricing strategies in an engaging way.

<https://www.buynomics.com/use-case-pricing>

BUYNOMICS



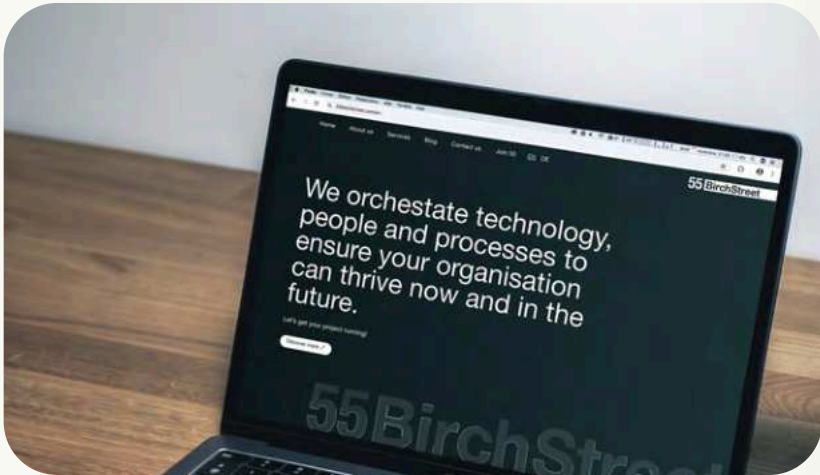
A vintage-inspired promo card for Nonna Paquita, capturing the authentic, festive, and shareable joy of their pizza.

NONNA PAQUITA



Rebranded Pahissa Espai Cinema with two logo options. One that maintains continuity with its heritage and another with a modern, refreshed approach.

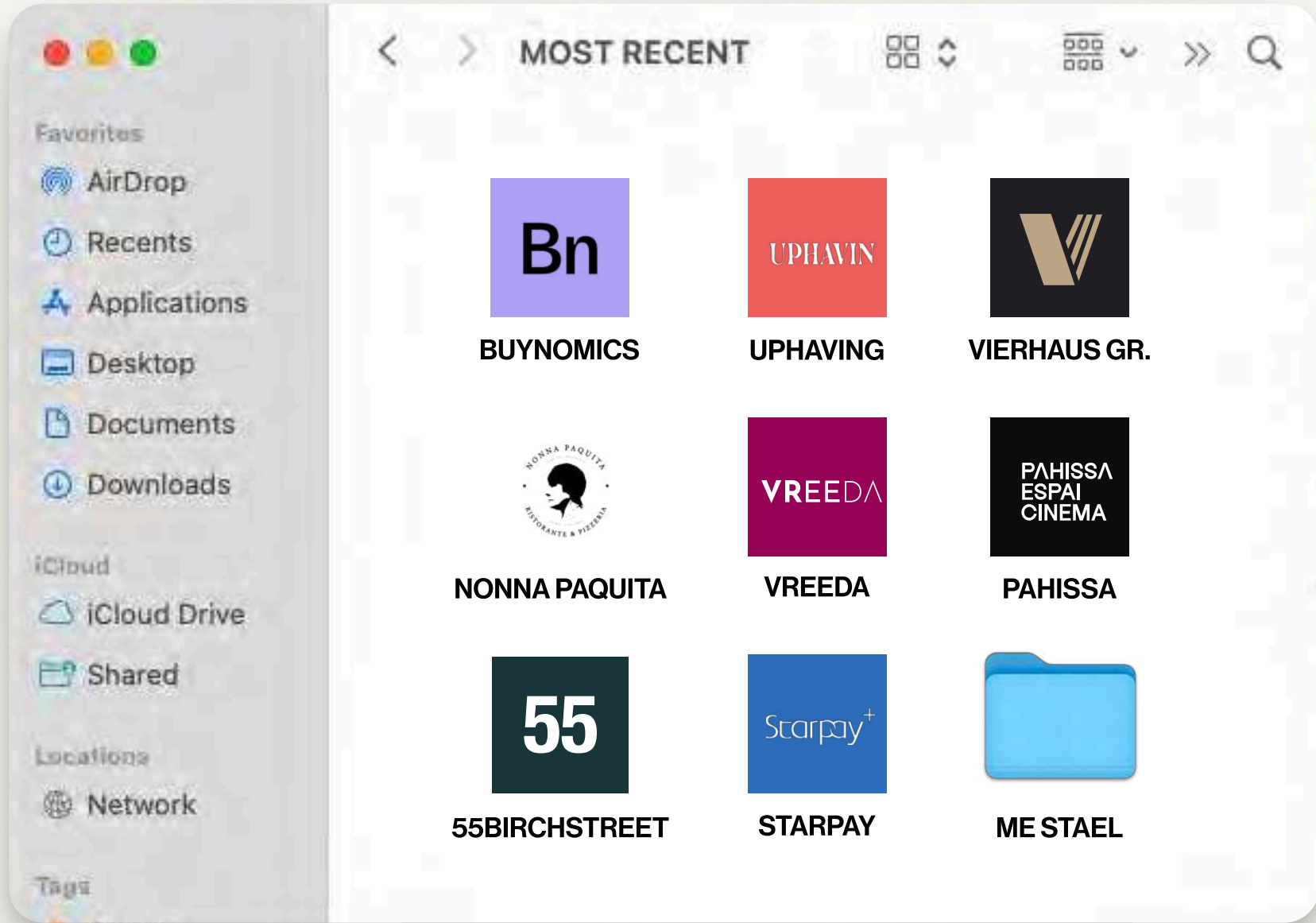
PAHISSA ESPAI CINEMA



Refreshed 55 Birchstreet's web design for better usability, aesthetics, and brand cohesion.

55BIRCHSTREET

Most recent projects



Designed a catalog for Vierhaus Group to showcase their new collection, highlighting timeless aesthetics.

VIERHAUS GROUP



Helping Uphavin shape their brand and craft dynamic reels for In Case You Care, a campaign showcasing biodegradable phone cases made from wheat, wood, and stone.

UPHAVIN



CHIMAD (Chinatown Madrid) Create a visual identity fusing Chinese heritage with Madrid's vibrant, modern spirit.

STARPAY



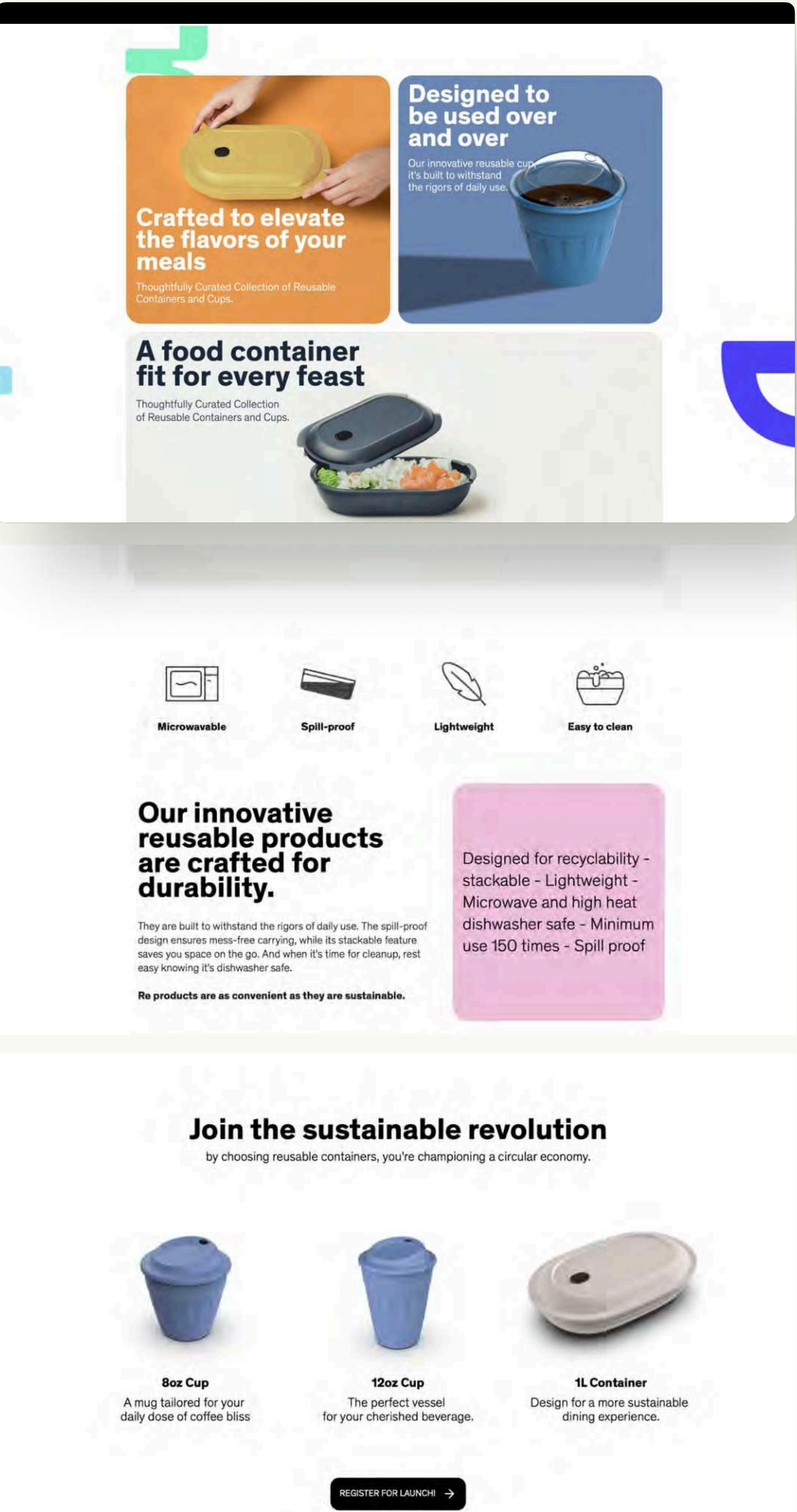
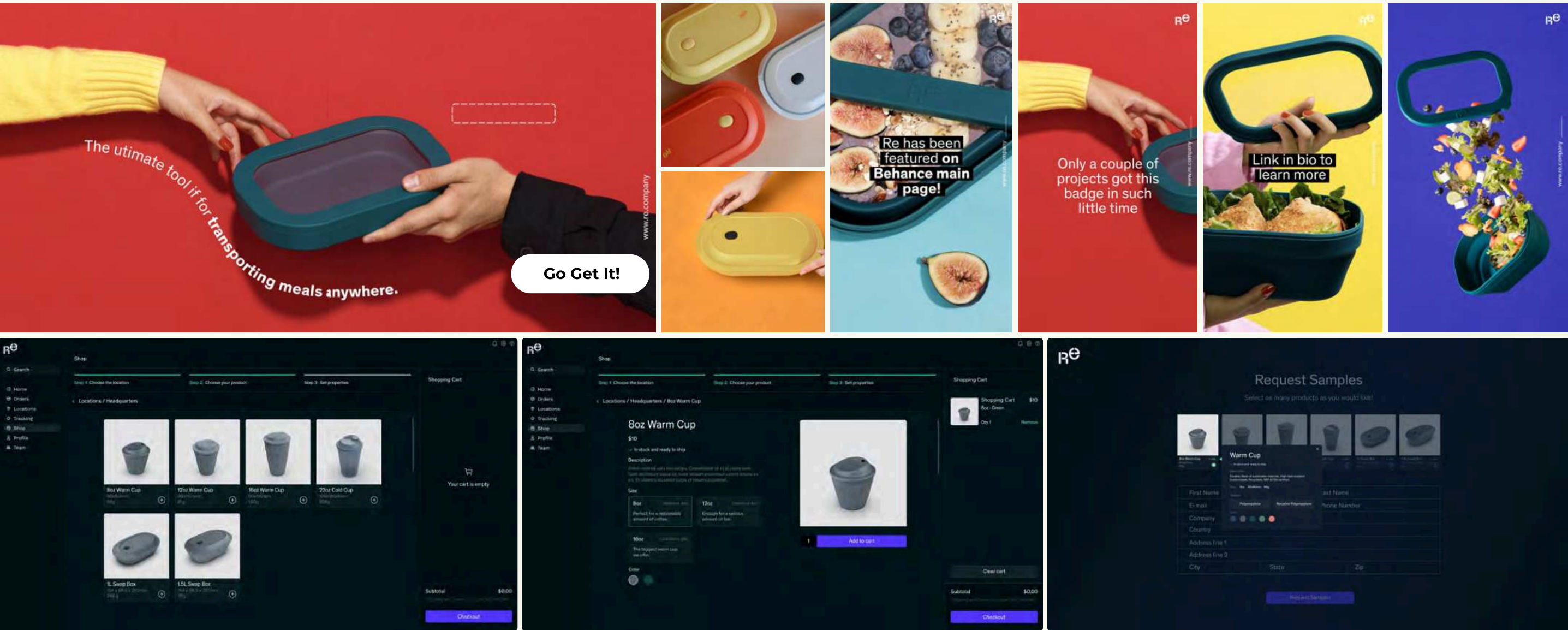
Designed Vreeda's Shopify store and landing page for a seamless, modern showcase of smart lighting.

VREEDA

The Reusability Co.

- Motion Graphics
- Communication
- Visual Design
- Branding
- Ads
- Product Design

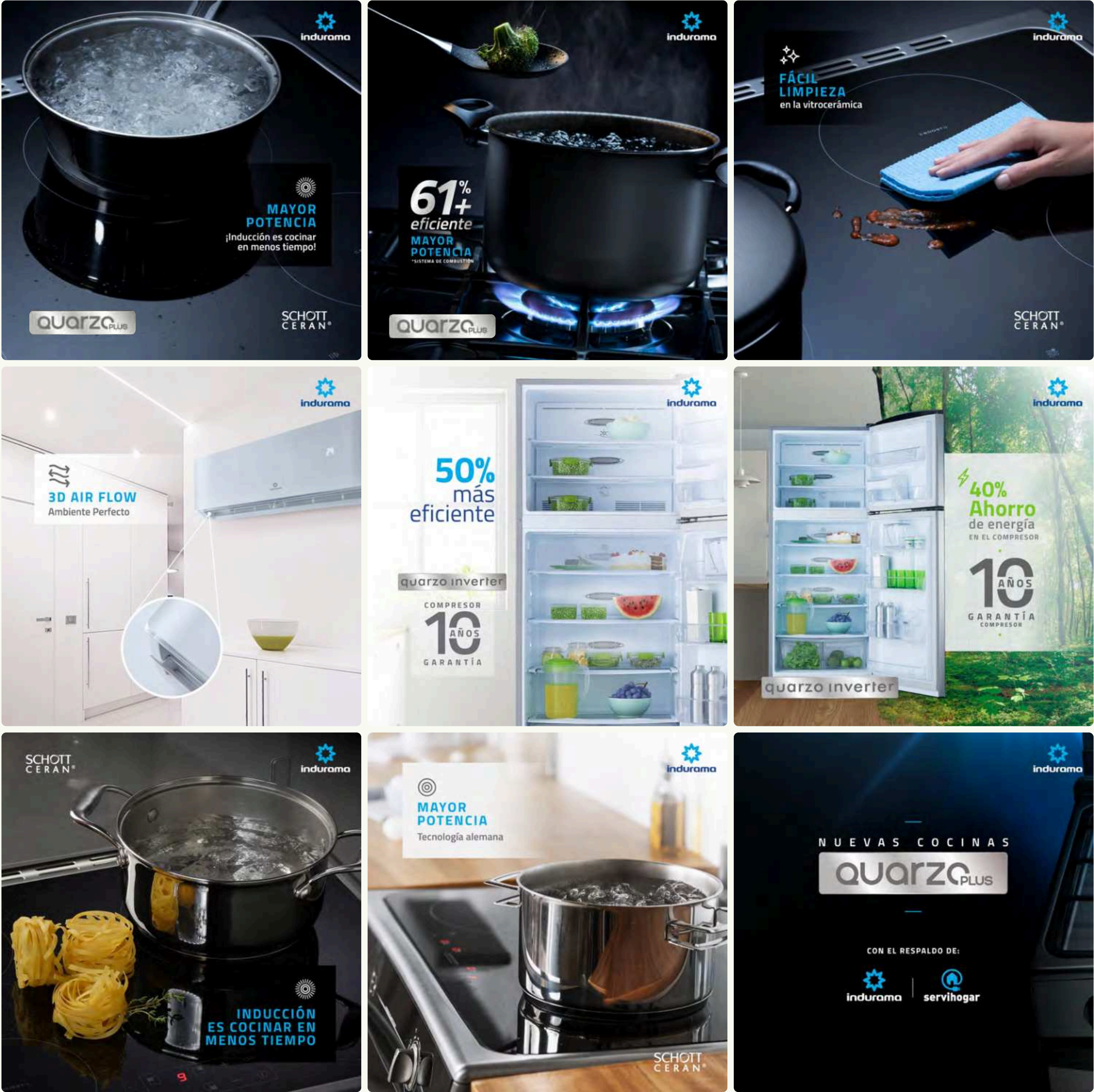
At Re, I've really enjoyed putting my touch on our brand and digital presence both B2C and B2B. I led projects that involved designing content to effectively communicate our message, and designed key client interaction channels. I also developed sharp ads tailored for A/B testing across different cultures, along with consistent design elements that unified our brand image. Additionally, designed Return boxes for Starbucks - Pepsi - Muse and crafted a pitch deck that played a crucial role for funding rounds. It's been truly nice to design towards a more sustainable future in a fun yet stylish way.



Indurama - Eikon

- Branding
- Digital Design
- Motion Graphics
- Visual Design
- Ads & video Campaigns
- Printed
- Merchandising

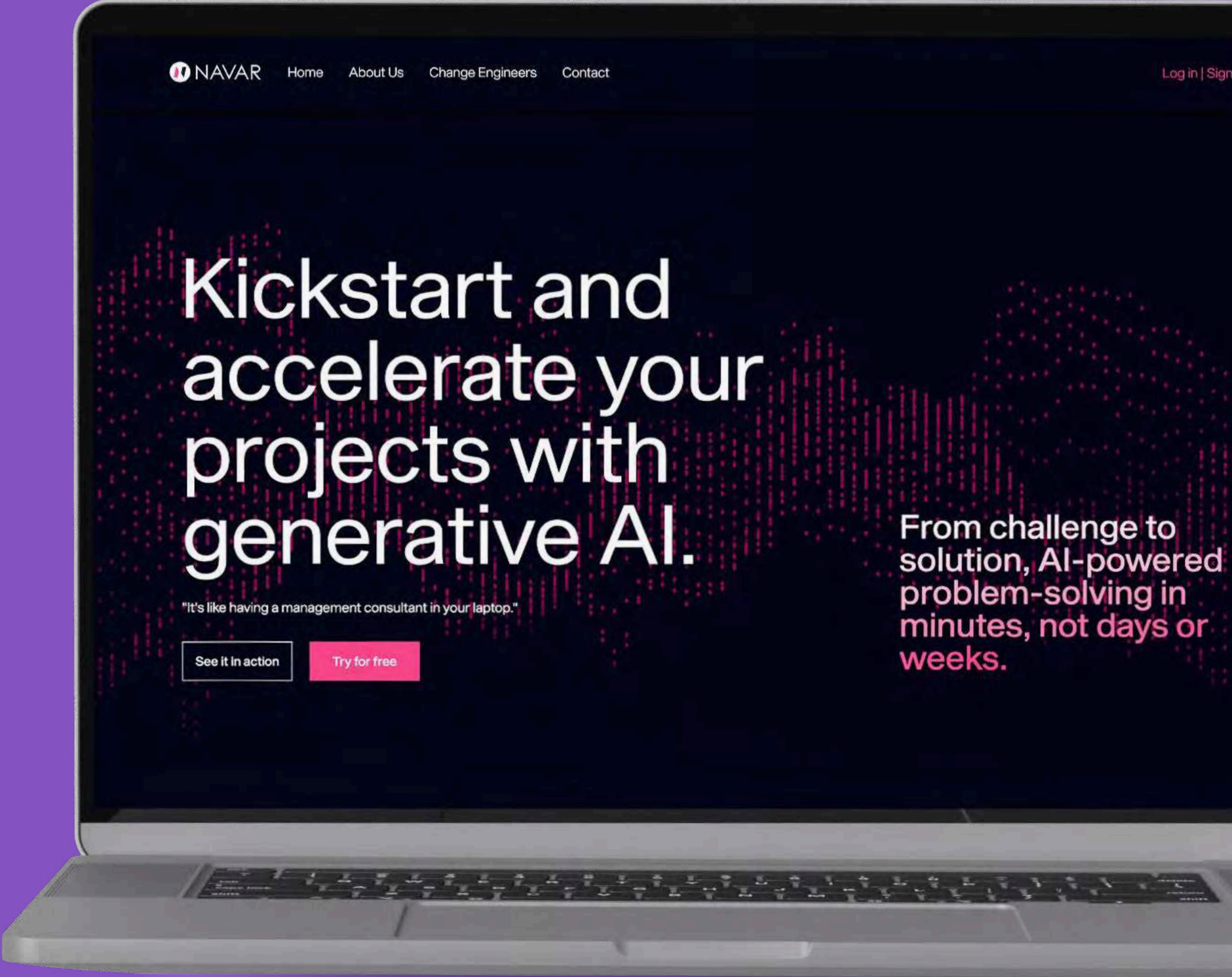
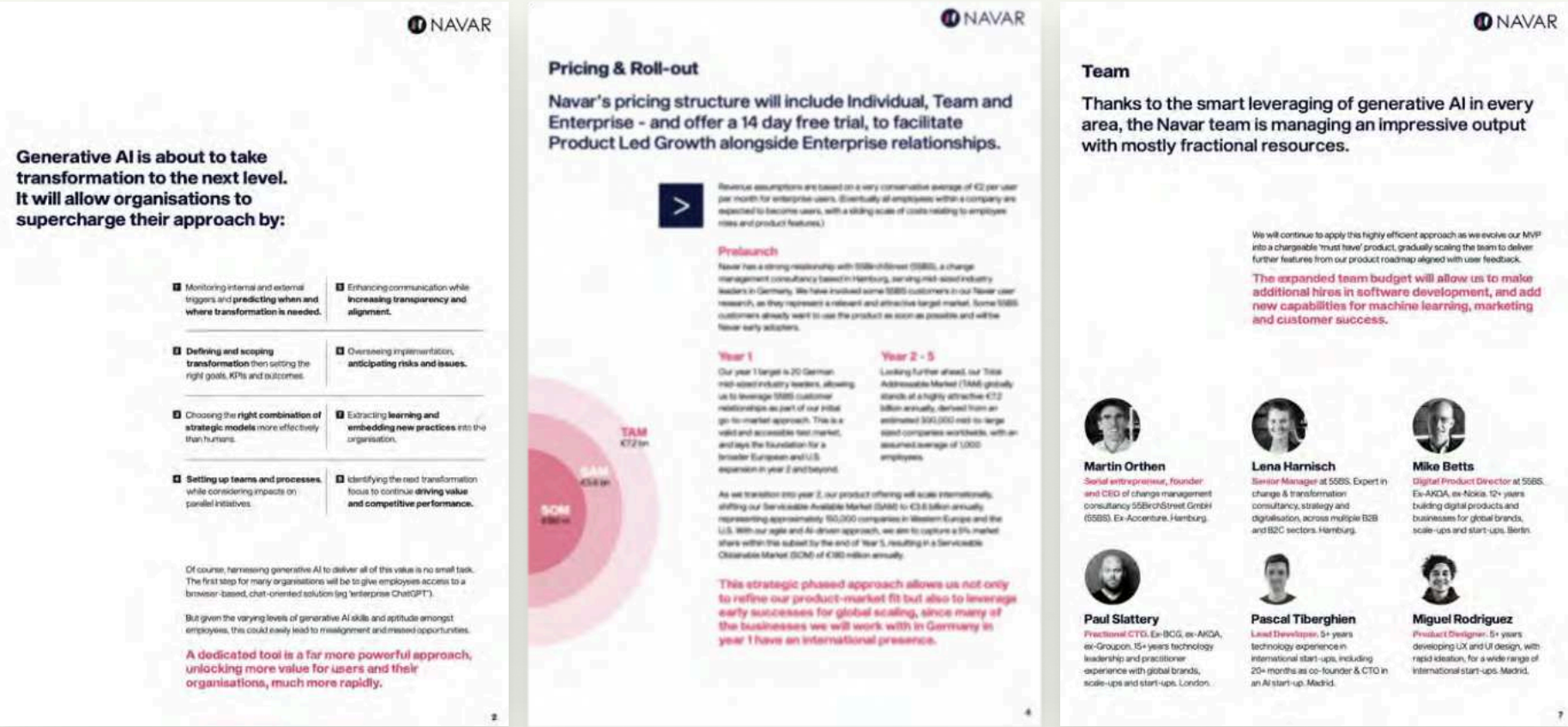
During my time at the agency, one of the brands I worked was Indurama, a leading appliance brand in Ecuador and across Latin America :) This experience significantly enhanced my understanding of customer flow and digital design. The challenge involved creating a unified brand identity that resonated in diverse markets such as Bolivia, Colombia, Ecuador, among others. Adapting to each area's local retail specifications and cultural preferences required in-depth market analysis. I focused in maintaining cohesion and adaptability in digital advertising. Some areas included programmatic ads, various banner formats, and social media marketing for both corporate and Latin American audiences.



Navar

- Motion Graphics
- Communication
- Visual Design
- Branding
- Ads
- Product Design

"For the Navar project, we redesigned their landing page to enhance clarity and engagement, aligning with their innovative vision. Additionally, we developed branded merchandising—including postcards, business cards, and T-shirts—for their presence at Web Summit Qatar, ensuring a cohesive and impactful brand experience



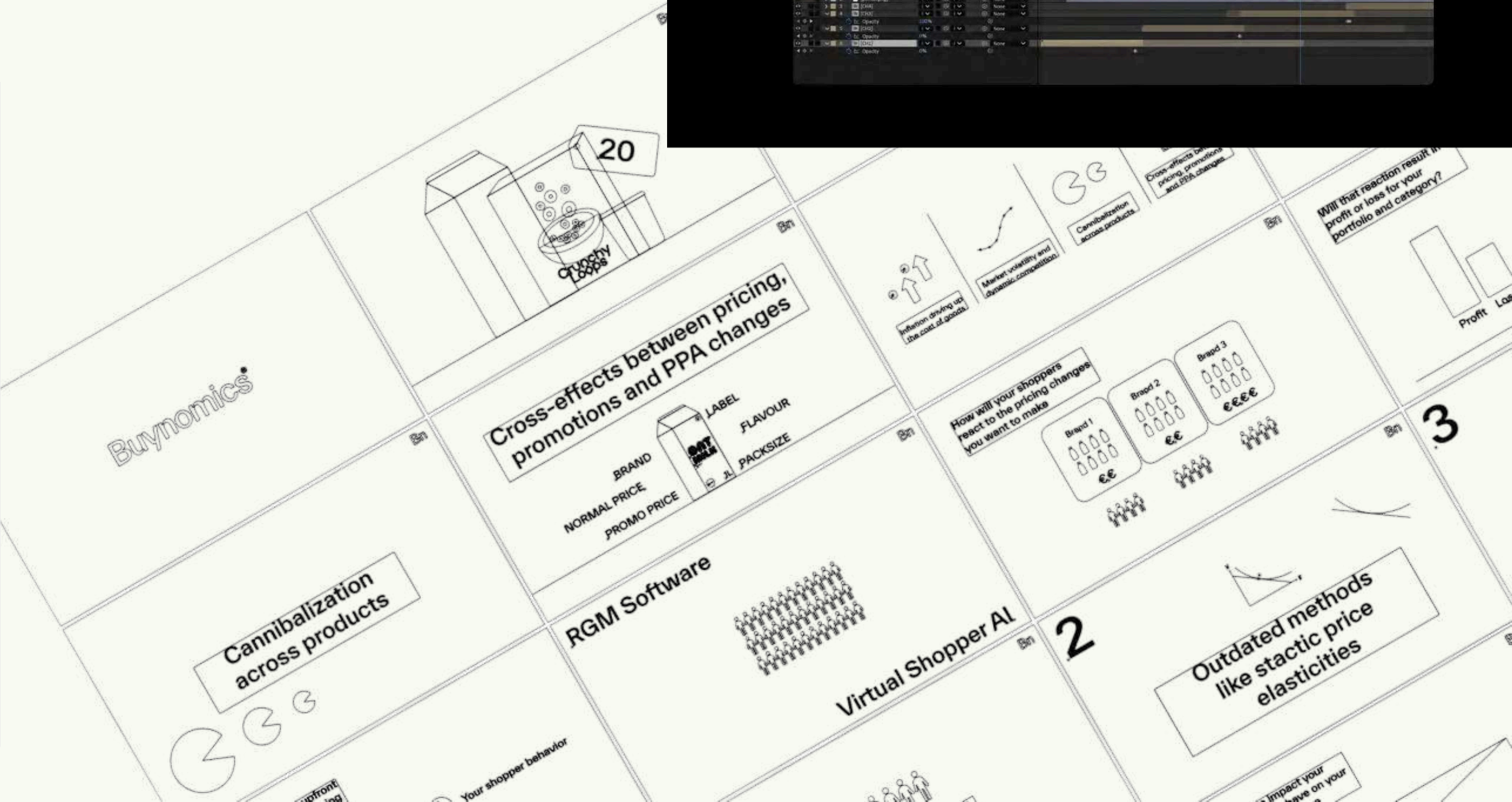
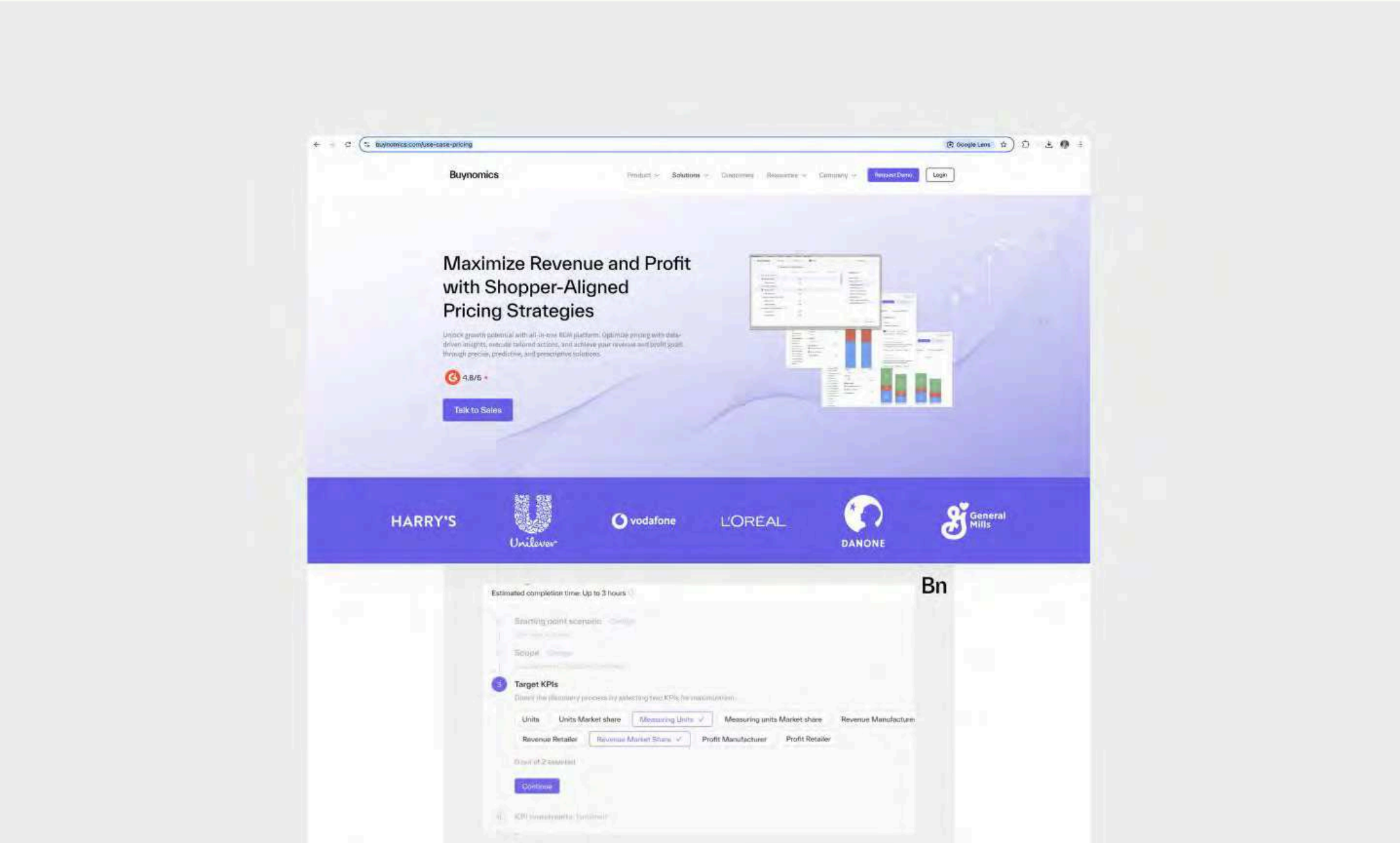
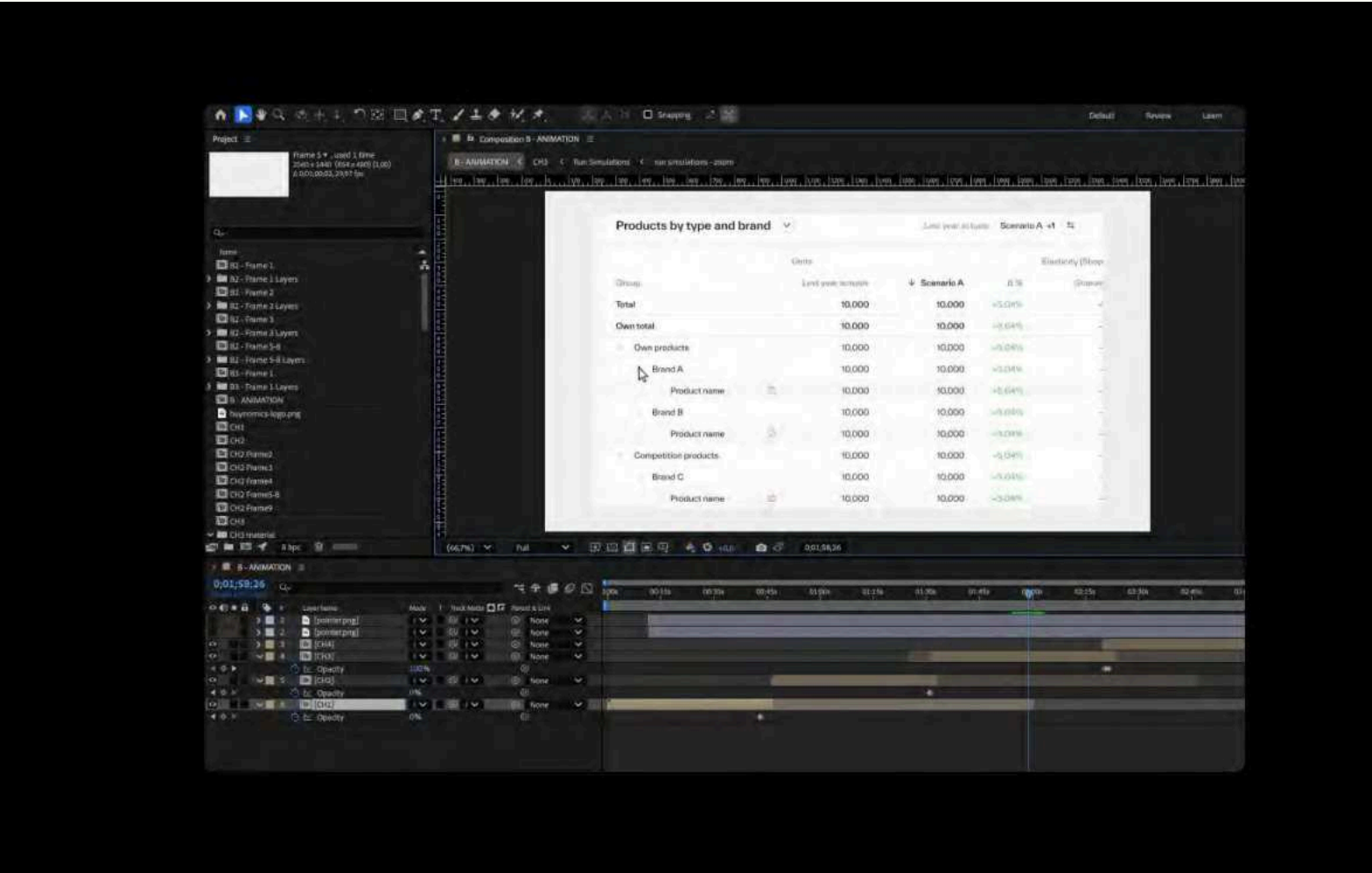
Buynomics

- Motion Graphics
- Communication
- Visual Design
- Branding
- Ads
- Product Design

I created a 3-minute motion graphics animation for Buynomics to simplify its pricing functionality. The challenge was to present complex pricing strategies in an engaging, easy-to-understand format, aligning with their innovative approach to revenue growth management.

Starting with a storyboard, I mapped the narrative flow and designed a clean, professional look. I then animated in After Effects, ensuring smooth transitions and dynamic movement, and finalized the edit in Premiere Pro with voice-over, music, and sound effects. The animation serves as a key marketing and training tool, helping potential clients quickly grasp Buynomics' platform. Watch it on their pricing case studies page

<https://www.buynomics.com/use-case-pricing>



Woonivers

Branding

Digital Design

Motion Graphics

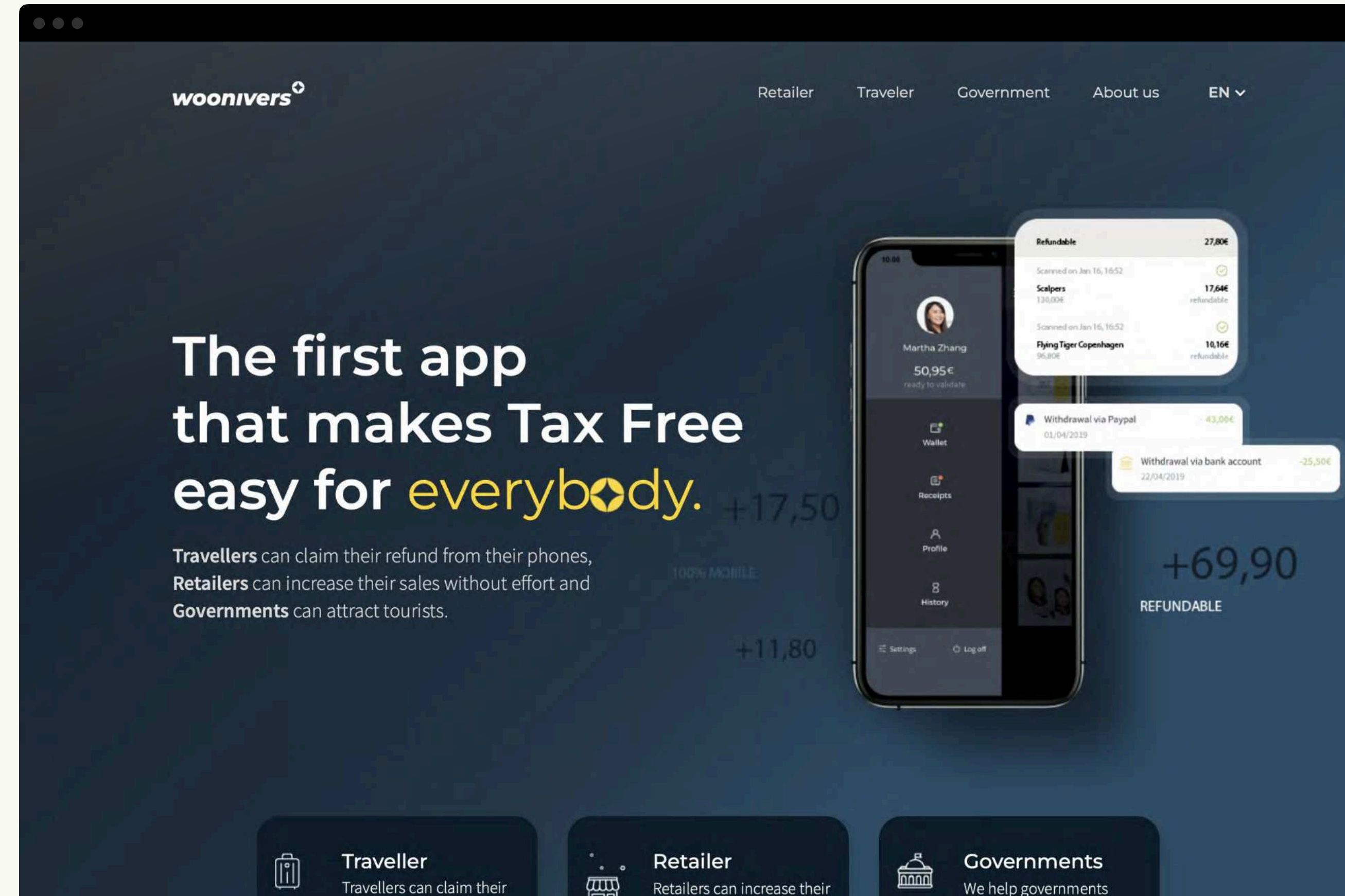
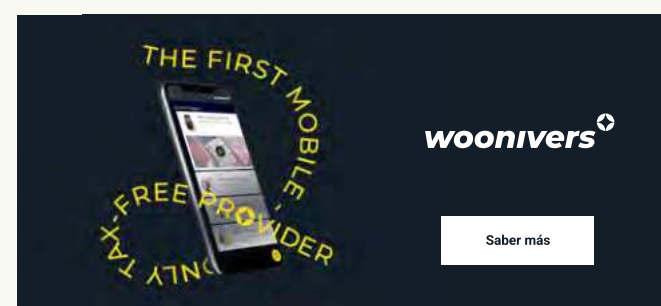
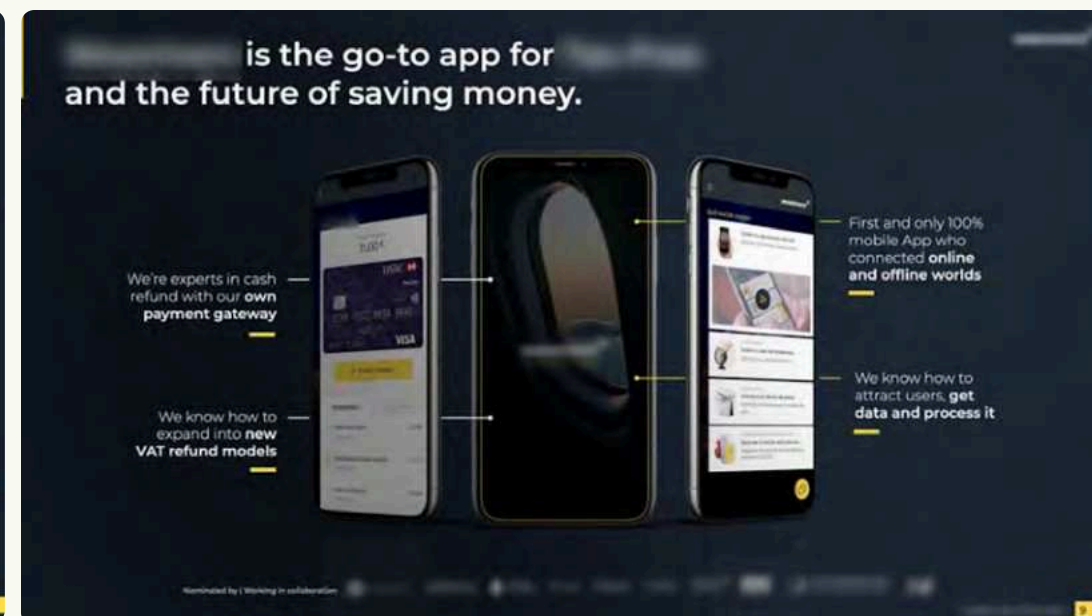
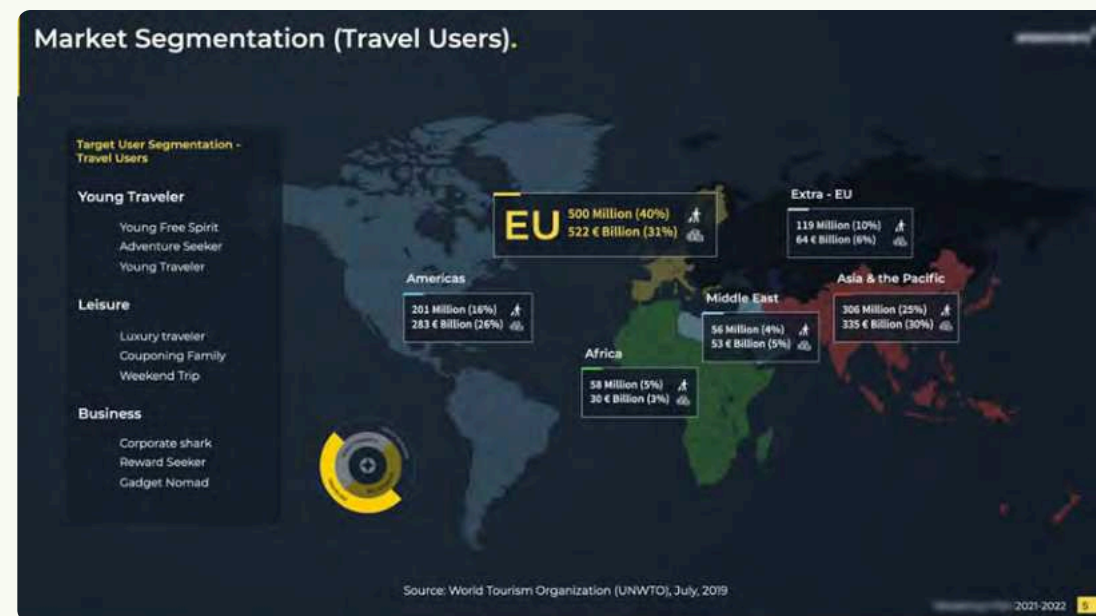
Visual Design

Ads & video Campaigns

Printed

At Woonivers, I embraced our all-digital culture to enhance our identity as a mobile-only tax-free app. Thriving in a fast-paced startup environment, I led dynamic A/B testing for banner ads, quickly evolving our digital strategies.

My role expanded to designing cohesive brand elements across digital and occasional print formats, including airport advertisements and banners throughout Spain, effectively broadcasting our brand to a global audience. We developed strategies in multiple languages, aiming to craft a digital experience that was engaging for our mobile-first users and seamlessly integrated into their digital lifestyles. ⚡



Chinatown Madrid

Motion Graphics Communication

Visual Design Branding Ads Product Design

CHIMAD (Chinatown Madrid) challenged me to create a visual identity merging tradition with a modern, urban edge. The logo features a custom monogram blending ‘C’ and ‘M’ through geometric abstraction, balancing structure and fluidity. A bold sans-serif adds modernity, while a red and white palette ensures clarity and cultural significance. Designed for versatility across signage and digital applications.

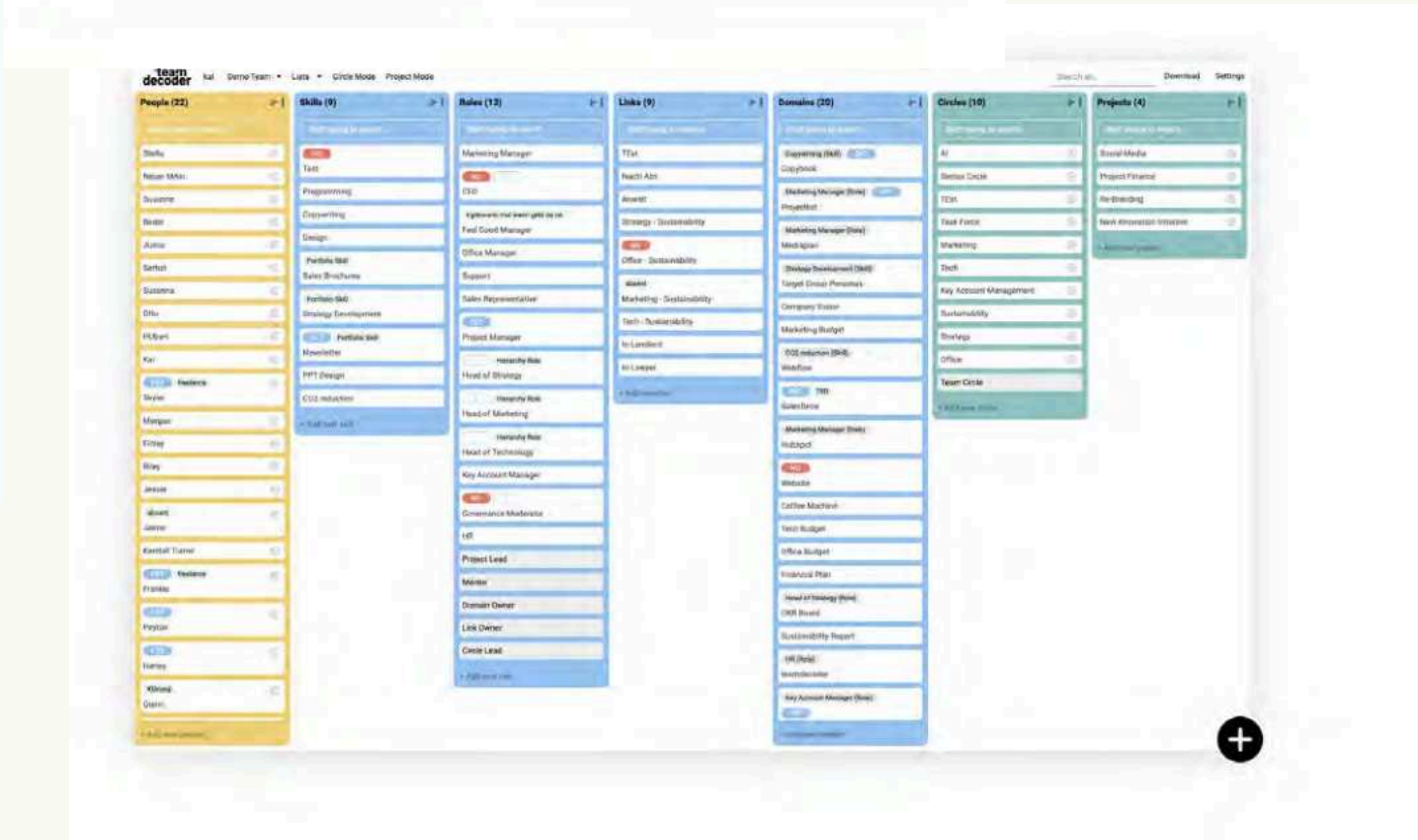
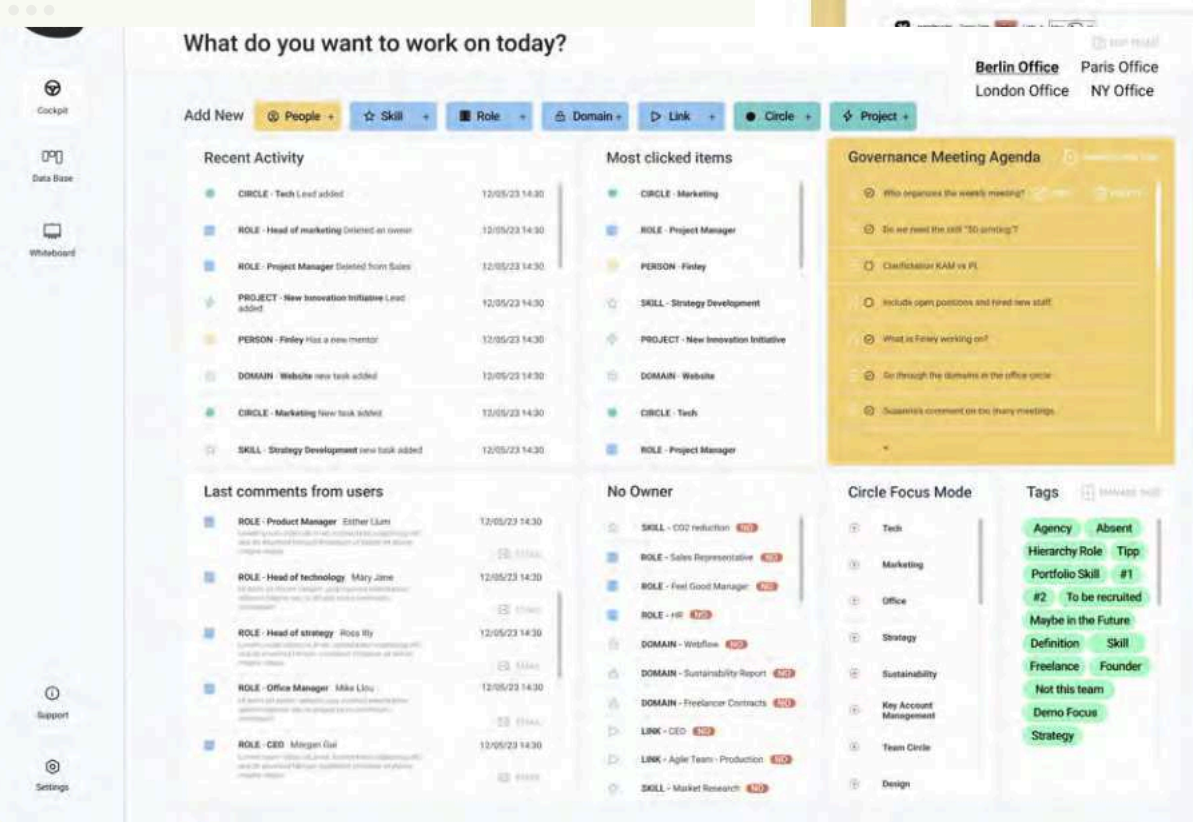
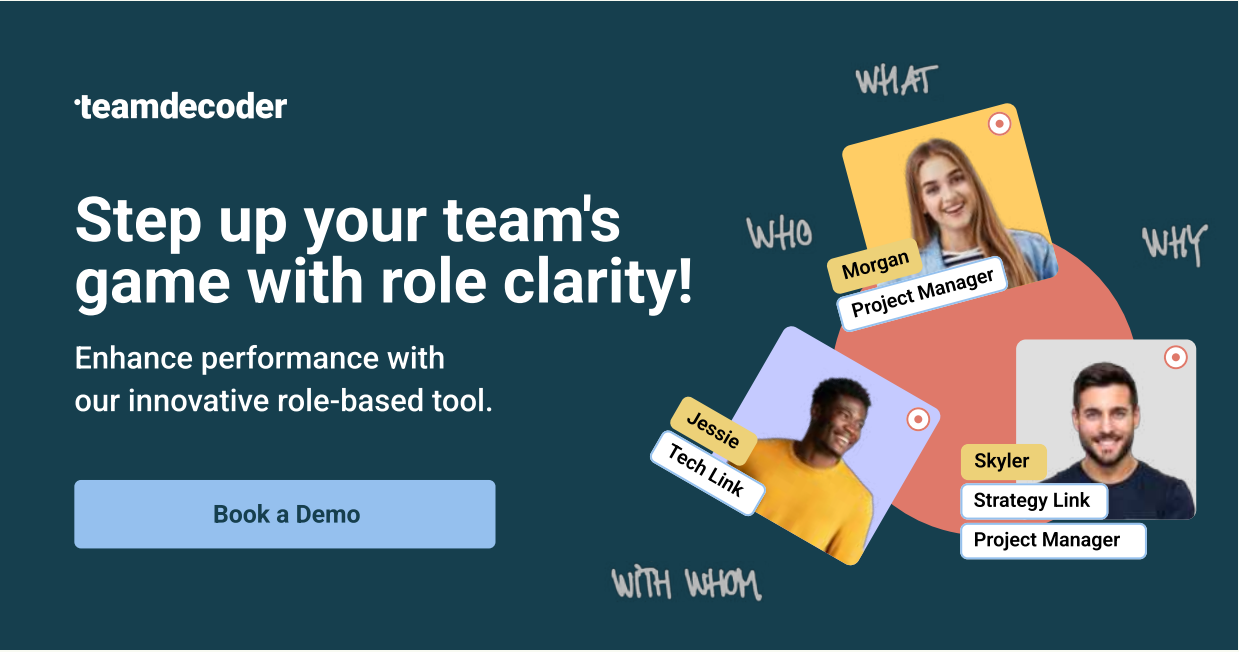
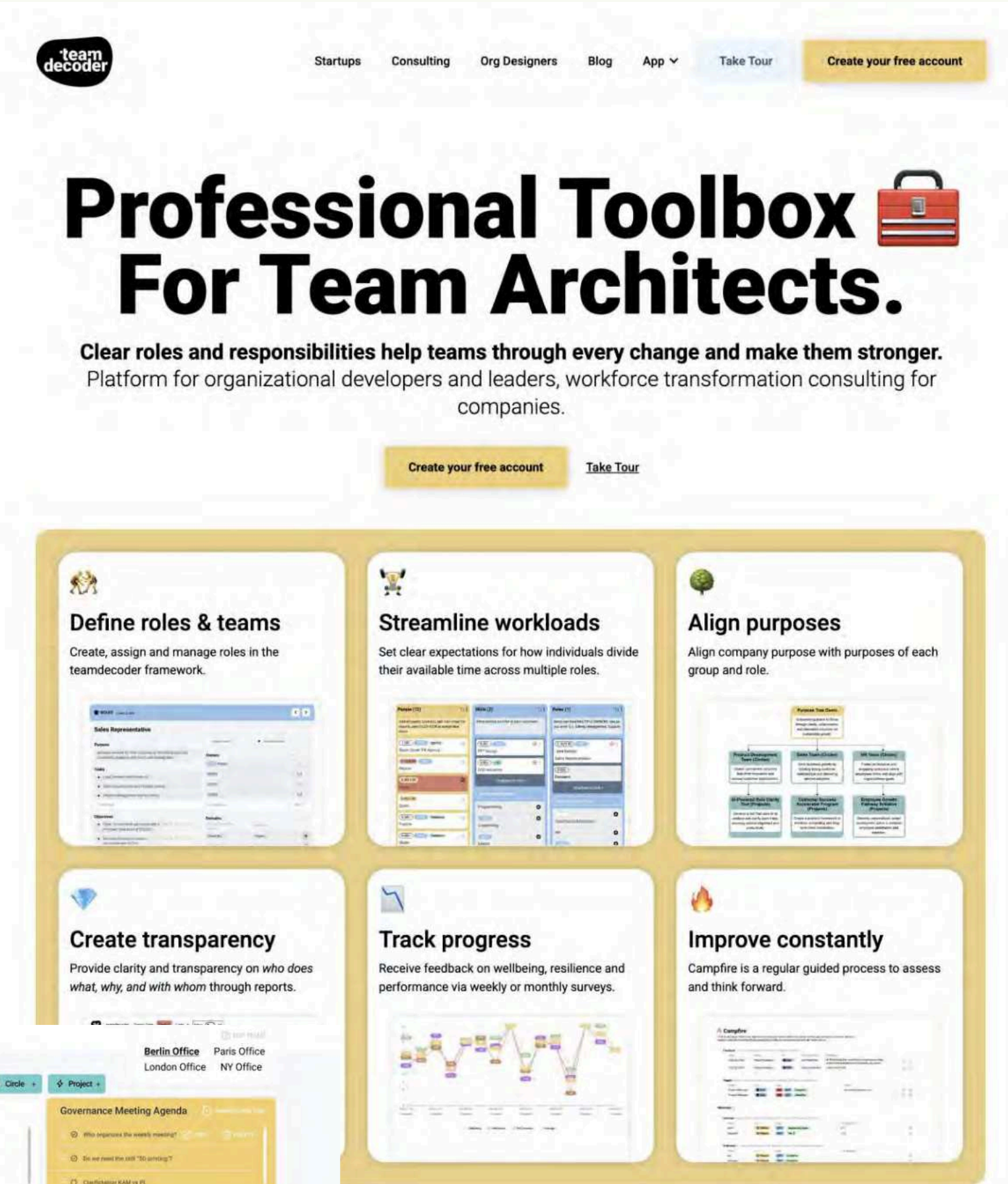


Teamdecoder

- Branding
- Pitch Deck
- Product Launch Video
- Visual Design
- Ads
- Printed
- Tool Design

At TeamDecoder, I engaged in one of my most challenging and rewarding projects. Working closely with Kai, an exceptional business consultant renowned for his expertise in brand strategy, sustainability, and organizational design, enriched my design experience immensely.

His extensive background in top agencies and brands brought invaluable insights into our collaboration. My role focused on designing both a tool and a brand identity that reflected the company's core values of clarity, transparency, and a playful environment. Additionally, I periodically collaborated directly with Kai on designing pitch decks for his clients.



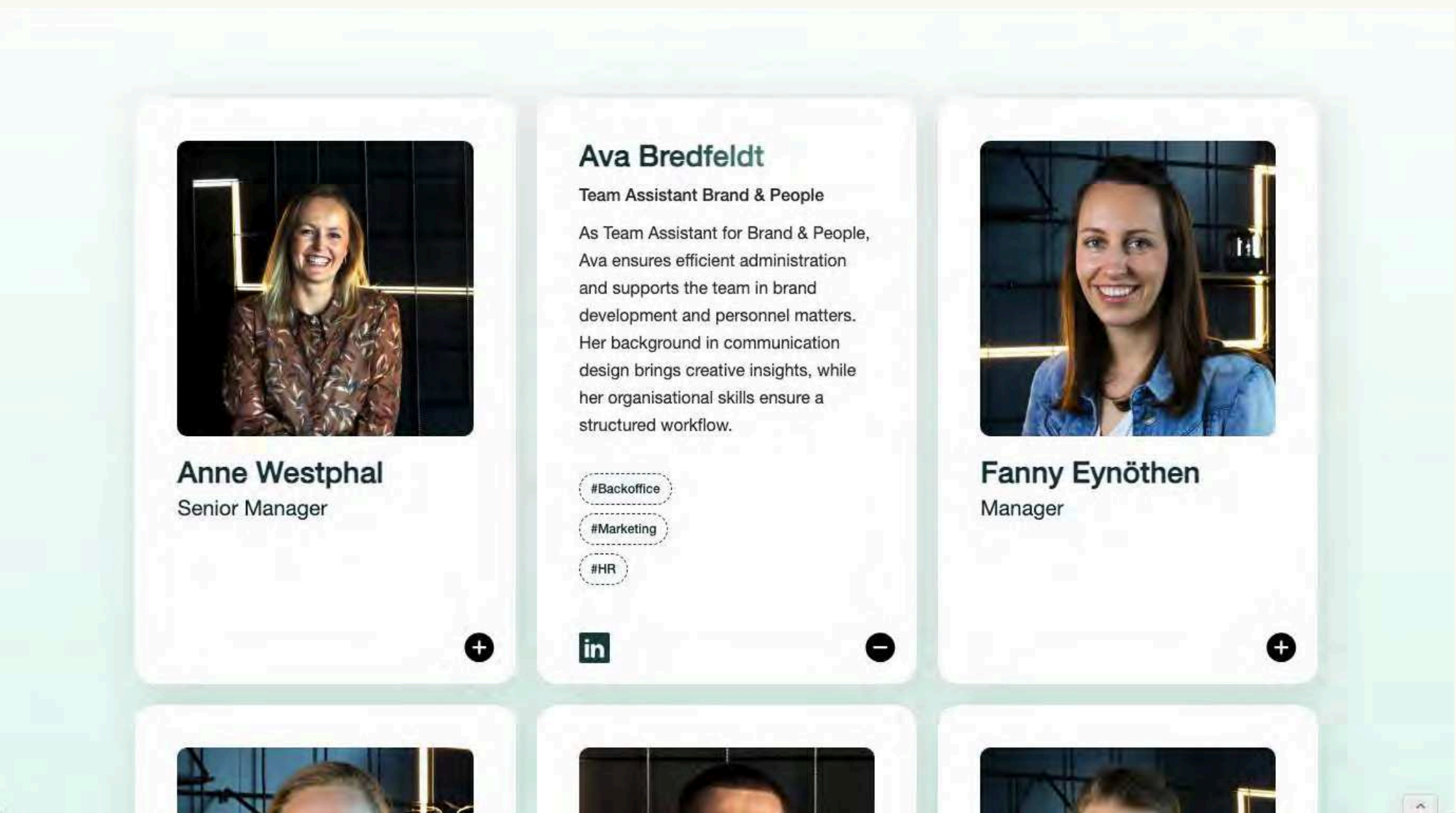
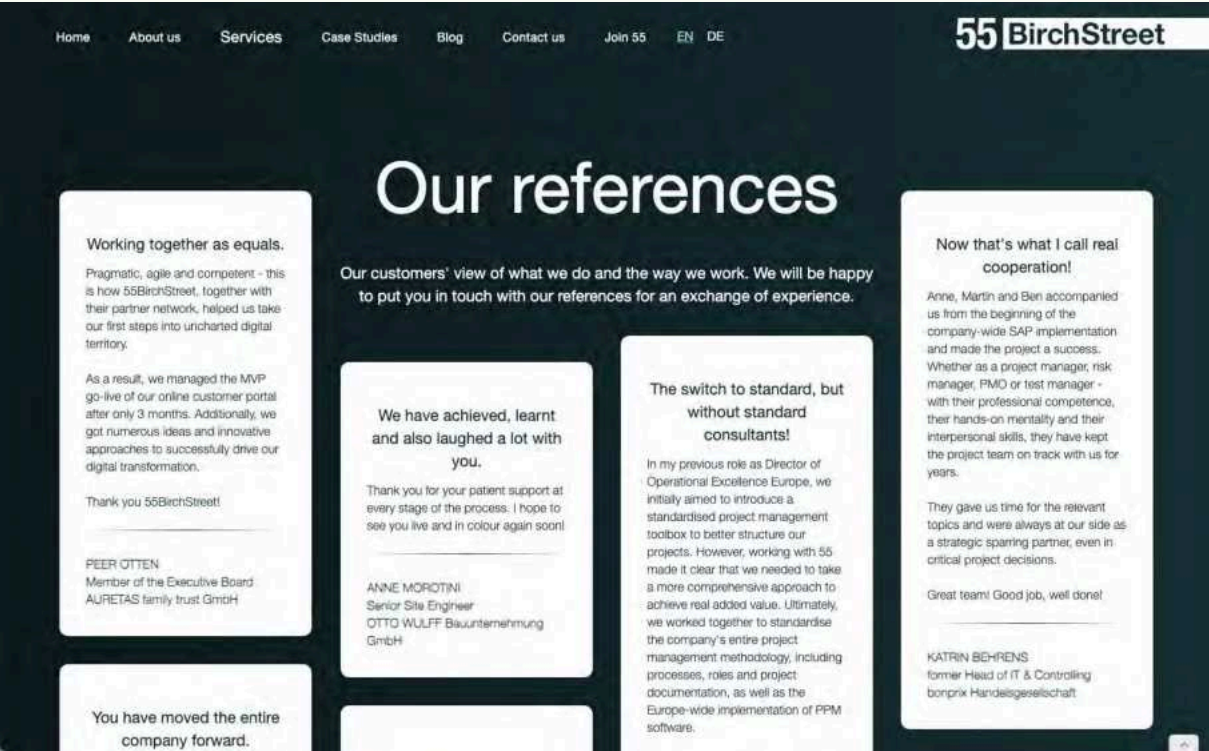
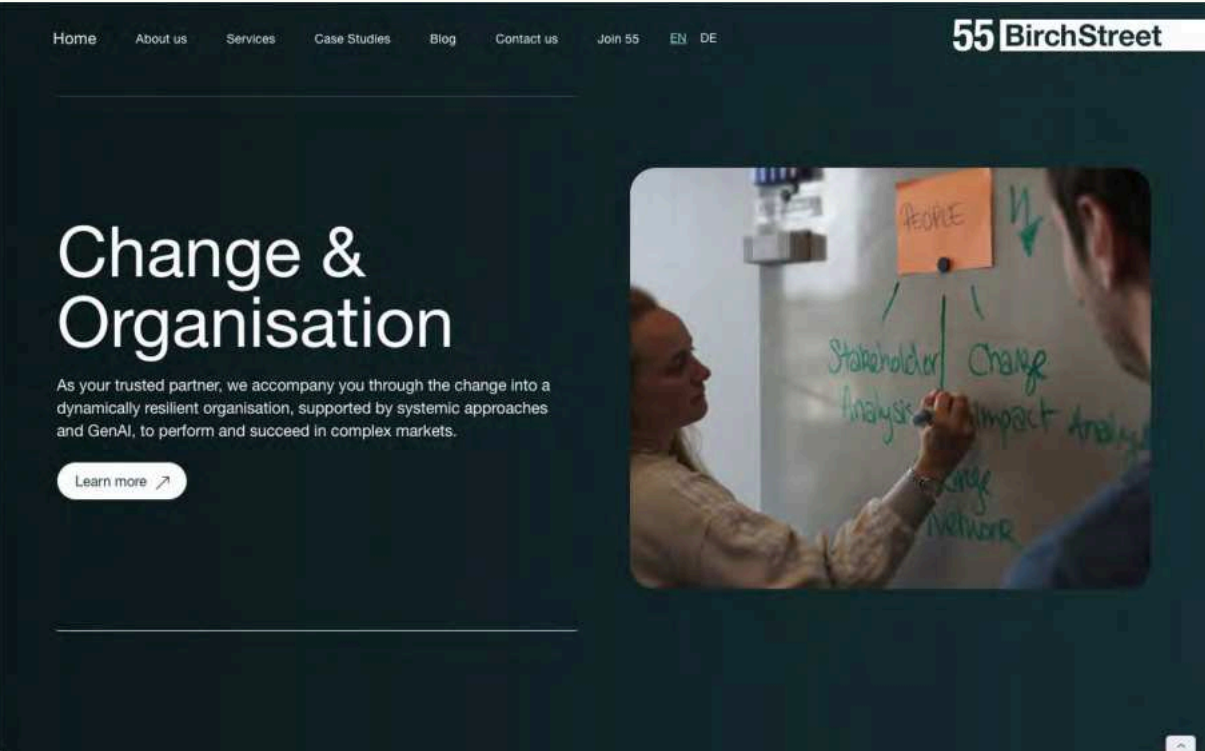
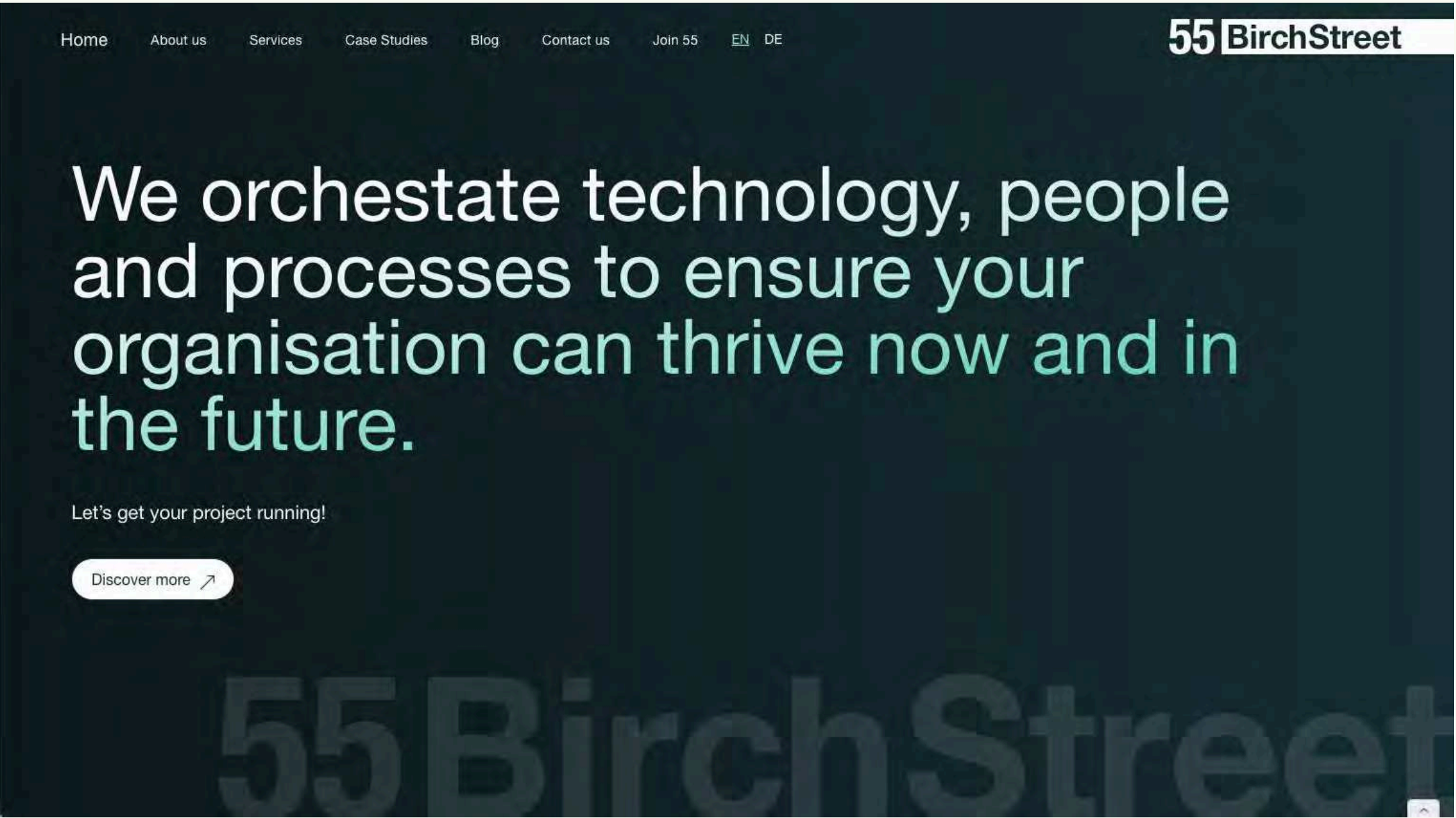
55BirchStreet

Branding Pitch Deck Website

Visual Design Ads Social media content

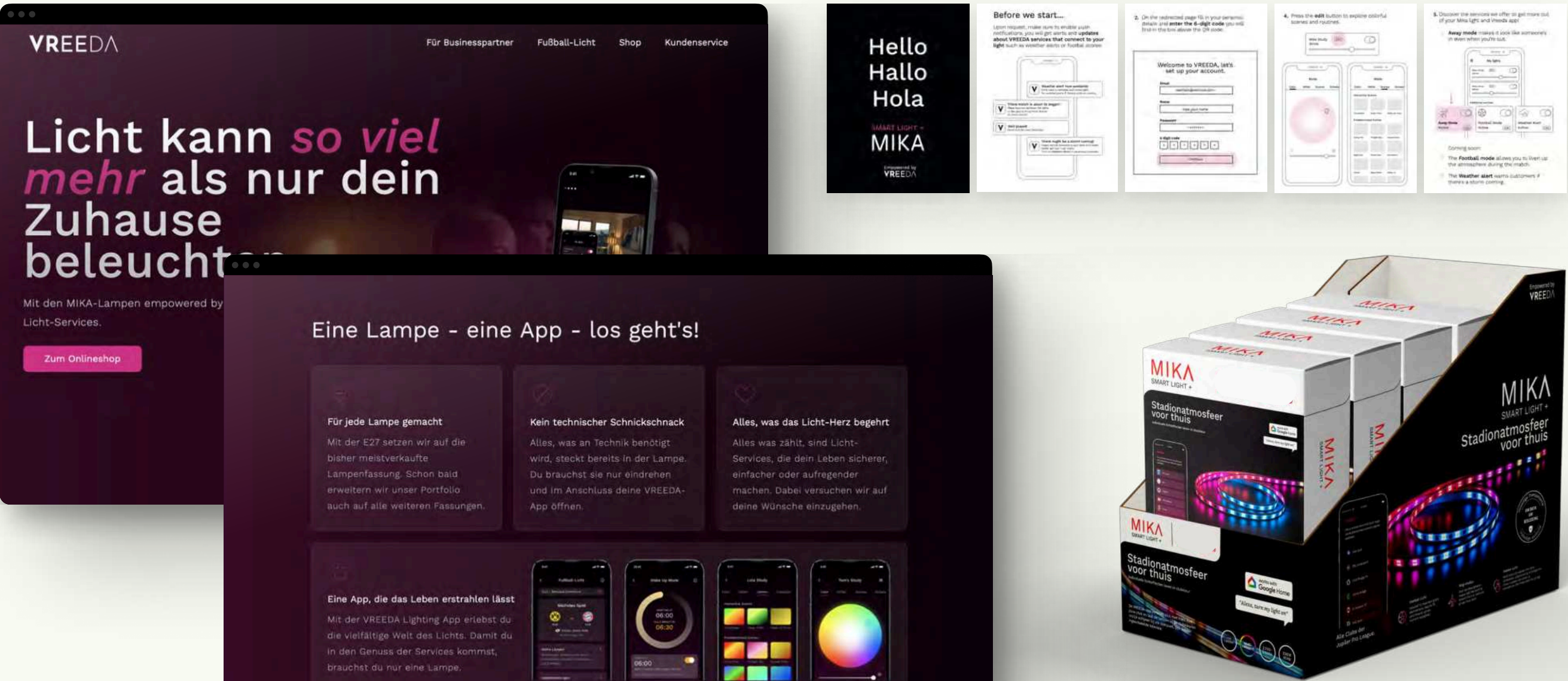
Working with the team at 55BirchStreet, a consulting firm, and Navar, a Generative AI product, is the best example of how collaboration and open communication can be both effective and enjoyable. For 55 Birchstreet, we're currently undergoing a rebranding process, ensuring that the brand remains cohesive across all channels.

On the other hand, with Navar, I've been involved from the ground up, creating all the design and brand elements. This includes everything from the product's visual identity to the development of pitch decks and materials for investors.



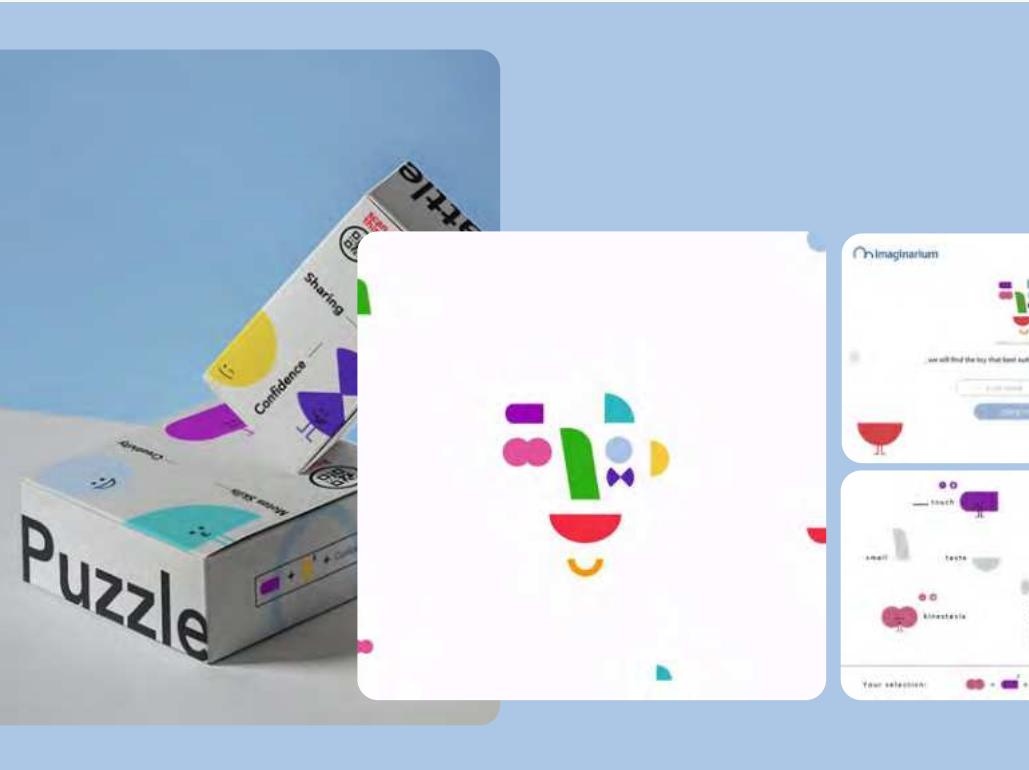
Branding Pitch Deck Product packaging

Visual Design Ads Product Launch Video



Other projects

Imaginarium
Design research & project



Amazonas
Design research & project about sustainability



Las Nieves Social project,
brand design for products



by eschenburg
logo, brandguideliens and pitchdeck



Hotel Budapest Credit design
projects & illustration



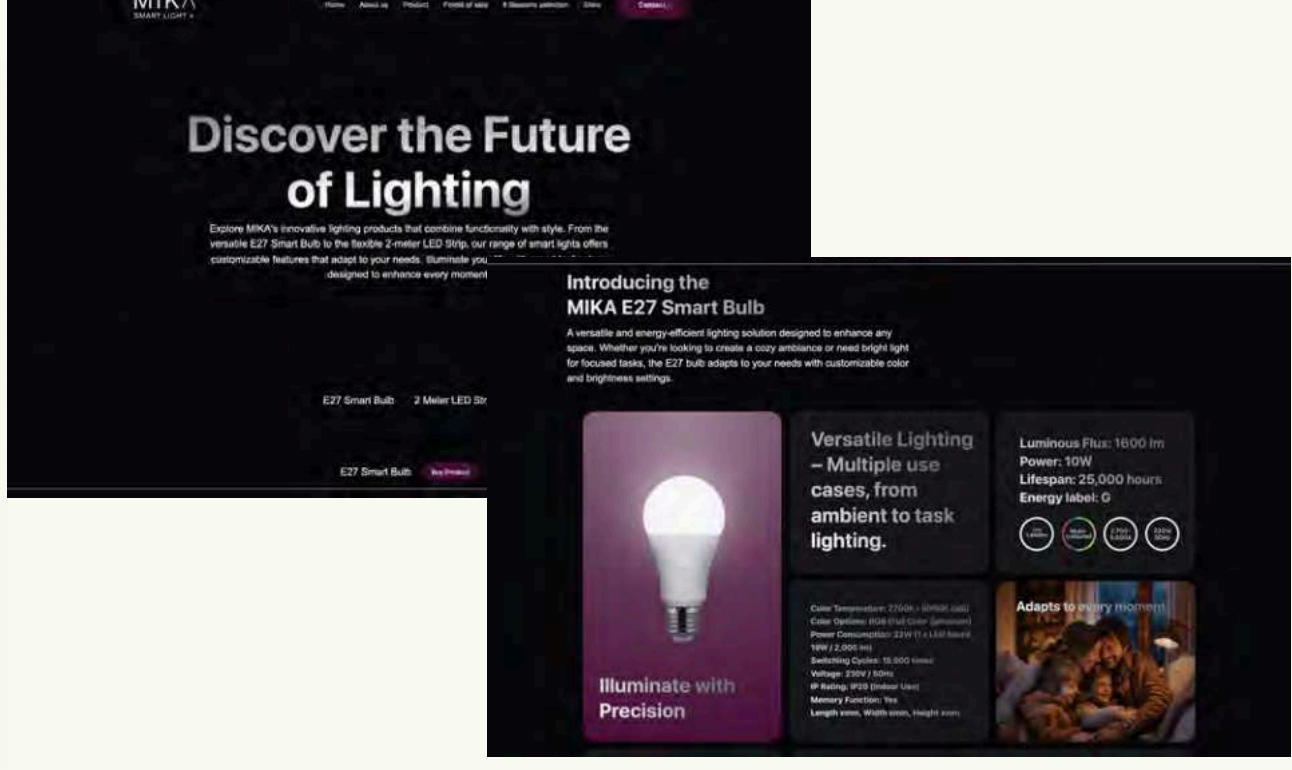
Rayado Book Creative process
for designers



Pirata Restaurant
Merchandising - rebrand



MIKA
Landing - packaging



Words by stakeholders

Emi is a wonderful colleague, and an especially valuable partner for an early-stage business. She has a lot of experience working with start-ups, and brings huge energy and talent to all forms of visual communication, whether that's product design, brand design, marketing or product videos. Emi collaborates exceptionally well, both with her colleagues, her manager and other senior stakeholders across the business. She always listens deeply, reflects - and puts forward any alternative recommendations that she has. She takes feedback really well. Basically, she is an ideal creative partner for any start-up or rapidly growing business that needs someone who cares about quality, results and is flexible enough to make everything work!

Mike Betts

Product Leader Navar



Working with Emilia has been a very pleasant experience. From the creation of my logo, the brand image and the design and strategy of my social networks, she has guided me with precision and empathy, listening to my goals and expectations. She accurately captures your needs, and together with her unique style she helps you capture the essence of what you want to convey. She is a resolute, creative and very dynamic person. Without a doubt, I recommend working with her.

Anisa Vintimilla

Nutricionist



We are highly satisfied with the work of Emi. Her in-depth knowledge of design concepts and her impressive ability to create visually appealing graphics have greatly impressed us. We particularly appreciate her flexibility and reliability, as well as the passion with which she identifies with her work and our products. I confidently recommend her services to anyone seeking professional graphic design.

Mario Göbel

CEO & Founder Vreedá



Working with Emilia was an enriching experience in many ways. When designing the image of my brand I had a individualized advice that took into account both my ideas about it and her experience in the design of multiple impact brands; along with an exquisite functional, concise and aesthetic taste.

Juan Stael

Product Leader Navar



Emilia's work was essential to our project at Woonivers. She was always able to adapt our message to a format that was more appealing to our consumers. She's my favorite kind of designer: brilliant and elegant.

Lucas Tello Arranz

Alliance Manager at Oracle



Working with Emi is always a delight! She has a very good eye for design, creating a modern look that exceeded my expectations. Not only was she fast and efficient, but also highly trustworthy. Emi's pragmatic approach made the entire process easy and enjoyable. I highly recommend her!

Kai Platschke

Founder Teamdecoder



Hardworking, responsible, and very detail-oriented. María Emilia is a creative, proactive professional with a high level of self-demand. She is highly committed to giving her best, which directly impacts the excellent results of her work. Highly recommended 100%.

Patricia Diez

Strategy Consultant



Emi is a wizard of digital arts and communication. She has radically elevated the performance of our company over the past years and would be a great asset to any organization. She has been consistently delivering stellar, extremely original work that surpasses our expectations. She is a highly creative who goes above and beyond required tasks.

Madeline Honingford

Founder Re Company



Thank you so much!
I hope you enjoyed my work.

emi@designvenue.es
+34 657 149 288

DESIGN PORTFOLIO

BY EMI STAEL