



Rubén Peñaranda Palacios

Creative Visual Designer with a background in advertising and UX. Passionate about creating brands and digital experiences with strong visual identity, clear communication and purposeful design.

📍 Madrid, Spain

☎ +34 653 730 539

✉ rubo.penaranda@gmail.com

🌐 ruben-penaranda.com

🌐 ruben-peñaranda

Skills

- Art Direction
- UX / UI
- Graphic Design
- Video / Motion
- Web development
- IA generative

Software

- 🎨 Figma
- Ps Adobe Photoshop
- Ai Adobe Illustrator
- M Magnific AI suite
- W Webflow
- 📄 HTML & CSS

Languages

- C1 🇺🇸 English
- Nativo 🇪🇸 Spanish
- B1 🇮🇹 Italian

Experience

Designer & Web Dev.

11 months (07/25 - 05/26)

Alquiler Seguro

Madrid

- Designed and developed websites in Webflow for different brands and business units within the corporate group.
- Created conversion-focused landing pages, optimizing structure, visual hierarchy, message clarity and user experience.
- Designed logos, campaign materials and visual assets for internal initiatives, brand communication and promotional actions.

UX & Visual Designer

2 years (01/23 - 12/24)

Cliq Digital

Amsterdam

- Improved the user experience on cliq.de through subscriber research, surveys and pain point identification.
- Designed wireframes, prototypes and UI solutions applying the company's Design System.
- Designed landing pages, visual assets and graphic resources for campaigns, digital portals and promotional actions.

Graphic Designer

6 months (10/21 - 03/22)

Creatina Design

Madrid

- Designed and adapted banners, posters, print pieces and digital formats for Disney and PlayStation campaigns.
- Adapted high volumes of creative assets, ensuring visual consistency, graphic quality and compliance with brand guidelines.
- Prepared final artworks for digital and print production, as well as social media content for the studio.

Education

Grado en Publicidad y RRPP

2020

Universidad Complutense de Madrid

Master en Dirección de Arte

2022

The Atomic Garden

Bootcamp in UX/UI

2025

Aula Creativa