CV



SAYDA ALVAREZ

ART DIRECTOR FOR BRAND, DIGITAL & SPACE

I design experiences for all the senses, carried from first concept through to activation, every detail held by one idea and one team.

My background in communication design (BA) and UX (MA) taught me how people navigate and feel their way through an experience. My upcoming MA degree in Commercial Interior Design is where that perception gains a third dimension.

Because the best brands aren't just seen. They are heard, touched, smelled, felt and therefore remembered.

CONTACT

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Germany

WORK EXPERIENCE

10.2023 ▸ Today

Managing Creative Director ▸ Alvery GmbH

I lead a strategic design studio specializing in Food & Beverage, Lifestyle and Health brands — from global names like Heinz and Ricola to emerging labels in the german market. My role covers the full brand journey: strategy, concept development, visual identity and execution across digital and physical touchpoints.

06.2020 ▸ 09.2023

Art Director ▸ Cyclos Design GmbH

Strategy, conception, design and leading of branding, digital and spatial projects for mid-size companies (B2C & B2B) german-wide. My work included branding and digital design for F&B chains such as XIAO or Steinecke as well as art directing and interior staging for advertisement campaigns. I also led the development of a comprehensive design system for Klinikum Braunschweig, covering color, wayfinding, pictograms and illustration, rooted in salutogenic and biophilic design principles.

02.2017 ▸ 05.2020

Leading Digital Product Designer ▸ Crani GmbH

As the leading product designer I hired and lead cross-functional teams. Together with the team of founders, we were responsible for the conception and growth of the startup from the discovery phase to market reach.

03.2014 ▸ 02.2017

Web Designer ▸ Isadora Design Llc. (Based in California, working remote)

I worked with a professional team of strategists and web developers to deliver a one-of-a-kind branding and digital solutions, including: webdesign, eCommerce, mobile apps & plattforms, with a focus on lifestyle clients including The Honest Company from Jessica Alba.

12.2012 ▸ 02.2014

Graphic & Webdesigner ▸ RWTH Aaachen University (Temporary position)

I developed a complete new branding system for the IFK conference and led its implementation across digital, print and physical environments.

01.2008 ▸ 09.2008

Internship in Motion Design ▸ Sector5 GmbH



SKILLS

- Design Thinking
- Human-Centered Design
- Brand Strategy & Systems
- User Experience & Interface
- Adobe Creative Suite
- Figma
- Webflow
- Affinity
- Front End (html/css)
- AI Image & Video Generation
- Cinema 4D
- AutoCAD

AWARDS

- Red Dot Design Award
- iF Design Award
- Creativity International Awards
- Multimedia Award

LANGUAGES

- Spanish
- German
- English
- French

CV

EDUCATION

09.2015 ▸ 08.2017

Master of Arts in "Information and Communication" ▸ Fachhochschule Münster

Specialisation in User Experience. Grounded in theories of human perception, communication, and media, the programme gave me a framework for understanding how people experience and interact with digital environments.

In Münster, Germany

01.2011 ▸ 10.2011

Exchange Year in "Communication Design" ▸ RMIT University

In Melbourne, Australia

09.2008 ▸ 08.2012

Bachelor of Arts in "Communication Design" ▸ Fachhochschule Aachen

In Aachen, Germany

FURTHER PROFESSIONAL DEVELOPMENT

12.2023 ▸ 12.2024

Business and Entrepeneurship ▸ EXIST Business to Science

Entrepreneurial fellowship focused on building and validating an innovation-driven business. Worked on problem discovery, business model development, user research, and go-to-market strategy. In Münster and Berlin, Germany.

01.2021 ▸ 07.2021

Incubator Startup Program ▸ Euregio Startup Center

2022

User Experience Design Course ▸ Google