

# CAROLINA REYES ESTRADA

(+34) 667 928 315 | [hola@artebycreo.com](mailto:hola@artebycreo.com) | [www.artebycreo.com](http://www.artebycreo.com) | [LinkedIn](#)

## Professional Summary

Brand & Illustration Designer with 5+ years of experience creating illustration-led brand identities, marketing assets, and digital content for startups and e-commerce brands. Specialized in visual storytelling, content design, and email marketing visuals. Experienced working remotely with founders and marketing teams to deliver cohesive brand systems, support campaign launches and increase audience engagement across digital channels.

## Core Skills

Brand Identity · Illustration · Visual Storytelling · Content Design · Email Marketing Design · Digital Campaign Design · Social Media Content · E-commerce Visuals · Layout Design · Image Retouching

## Tools

Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Figma · Procreate · HubSpot · Mailchimp · Notion

## Professional Experience

### Freelance Brand & Illustration Designer — Remote (2022–Present)

*Clients include: Brazo de tía, Fantisserie, Sonder Marketing Studio, Page Society, among others.*

- Designed illustration-led branding, marketing visuals, and content assets for web, email, and social platforms across multiple industries.
- Developed cohesive brand systems, landing page visuals, storytelling modules, and email marketing templates.
- Collaborated closely with founders and marketing teams on campaign launches and ongoing digital strategies.
- Strengthened brand consistency and visual identity across multi-channel communication.
- Increased audience engagement through visually optimized content and clear visual hierarchy.

### GetYourGuide — Imagery Research Specialist (Freelance, 2024–2025)

- Curated, selected, and retouched imagery for editorial travel content aligned with brand guidelines.
- Supported SEO performance, visual storytelling, and large-scale content libraries through on-brand imagery.

### Treehouse Barcelona — Graphic Design Intern (2022–2023)

- Created social media, catalog, and corporate design assets supporting brand consistency.

### Cosmocookies — Marketing Strategist & Graphic Designer (2021–2022)

- Designed multi-channel campaign assets for product launches and seasonal promotions.
- Optimized Shopify homepage imagery and brand visuals to improve product presentation and cohesion.
- Contributed to a 35% revenue increase, 25% follower growth, and 10% engagement increase through cohesive campaign design and visual storytelling.

## Education

- Master's Degree in Graphic Design & Illustration — IDEP Barcelona (2023)
- Bachelor's Degree in International Business — EAFIT University (2018)

## Languages

Spanish (Native) · English (C1) · French (B2)