Luis Fernando de Paz

UX/UI Graphic Designer
luisferpalo.com

About

Hi! I'm Luisfer. I enjoy creating dynamic and powerful designs from start to finish.

Graphic designer & web developer providing creative service and consultancy to international clients in diverse fields – such as culture and politics – keeping close attention to detail and aiming for timeless yet contemporary results, while finding the perfect balance between function/accessibility and aesthetic/culture. Focused on developing powerful experiences through branding and bold typography. Constantly growing and improving. In the meantime I explore the potential of data visualization, typeface and illustration :-)

Always thinking. Always desiging.

Work Experience

2021 - present	**UI/ Graphic Designer** – Marco Agency

Collaborated closely with the Head of Design on multiple projects from digital to branding. Leading UX/UI projects from simple to complex websites. Clients include Prime Video, Iberdrola, European Commision, European Funds, etc.

Adobe CC • Figma • VS Code • Wordpress

2022	**UX Researcher** - Interacso

Worked closesly for a few months as an app user experience researcher. Focused on mobility app.

Figma • HTML • CSS

2019 - present	**Freelance** ↗

Worked with a wide range of small agencies and a few large governamental companies developing their identity and expanding their horizons.

Adobe CC

2020 – 2021	**Graphic Designer** - Forbes Spain

Worked on editorial and brand designs made exclusively for the magazine

Adobe CC

Education

2021-2022	**Masters' UX/UI Design** - UNIR

Mastered in UX/UI meanwhile working at Marco Agency. Learn the whole process of the user from the moment the product is perceived up to it's complete usability. Specialized in **data visualization, product design and accesibility.**

2016-2020	**Bachelor's degree in Graphic Design** - ESD Madrid

Started my career as a graphic designer in one of the best public University of Design in Madrid. Learn deeply about multiple skills and developed a great critic sense in design.

Links

Web	[luisferpalo.com ↗](luisferpalo.com)
Instagram	[@luisferpalo ↗](@luisferpalo)
Mail	[luisfer.depaz.ldp@gmail.com ↗](mailto:luisfer.depaz.ldp@gmail.com)
Phone	(+34) 603524870 ↗

NorthSky Agency

Tasks: Great use of bold typography and clean interface made for a global company that offers multiple services. The main issue was how to make an interface that worked globally.
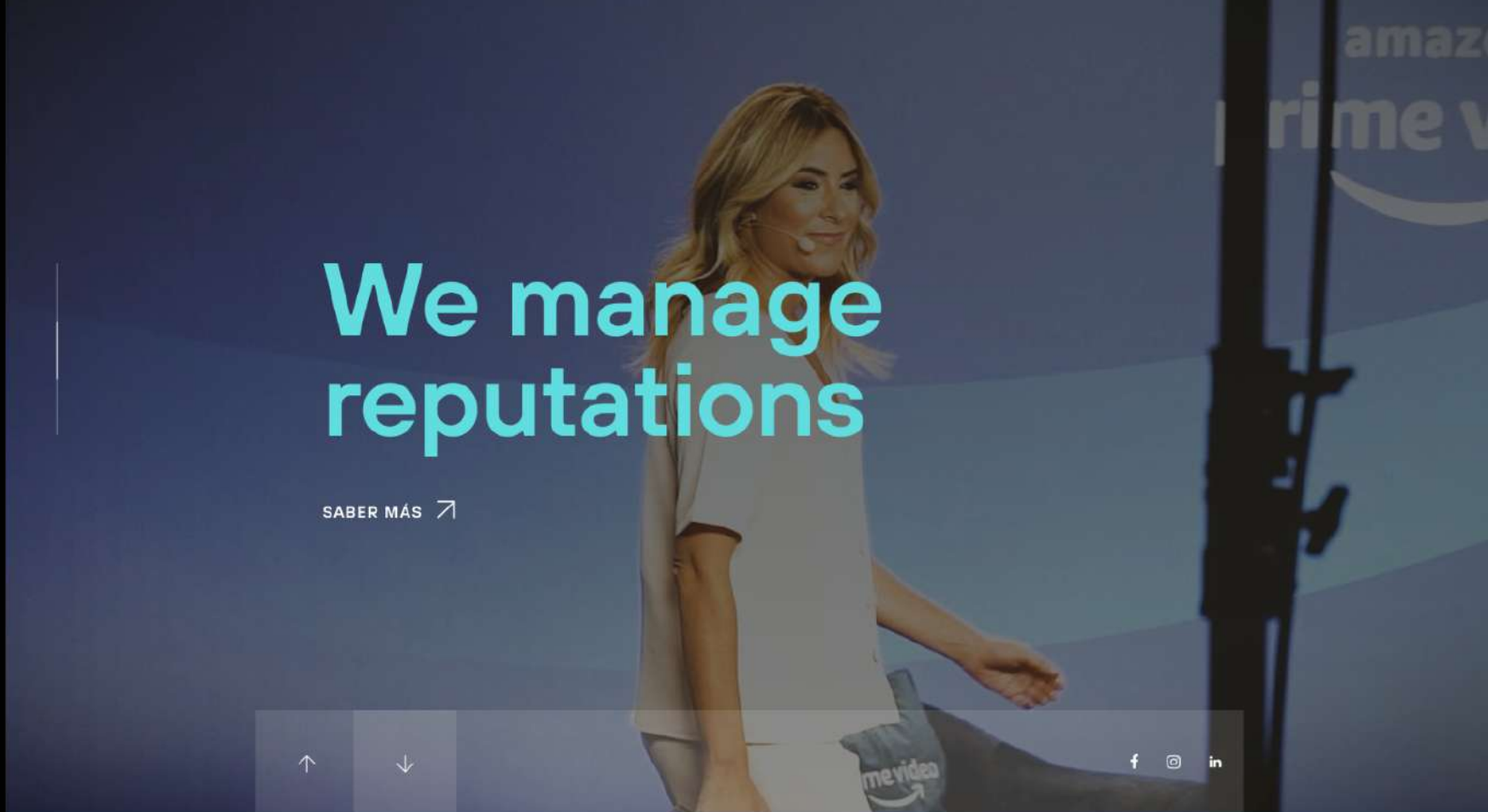
QS | Queer Safe

Tasks: Creative design of an Interactive app made for the queer community with an special interest on getting to know the city through events, safe spaces and strength the community.
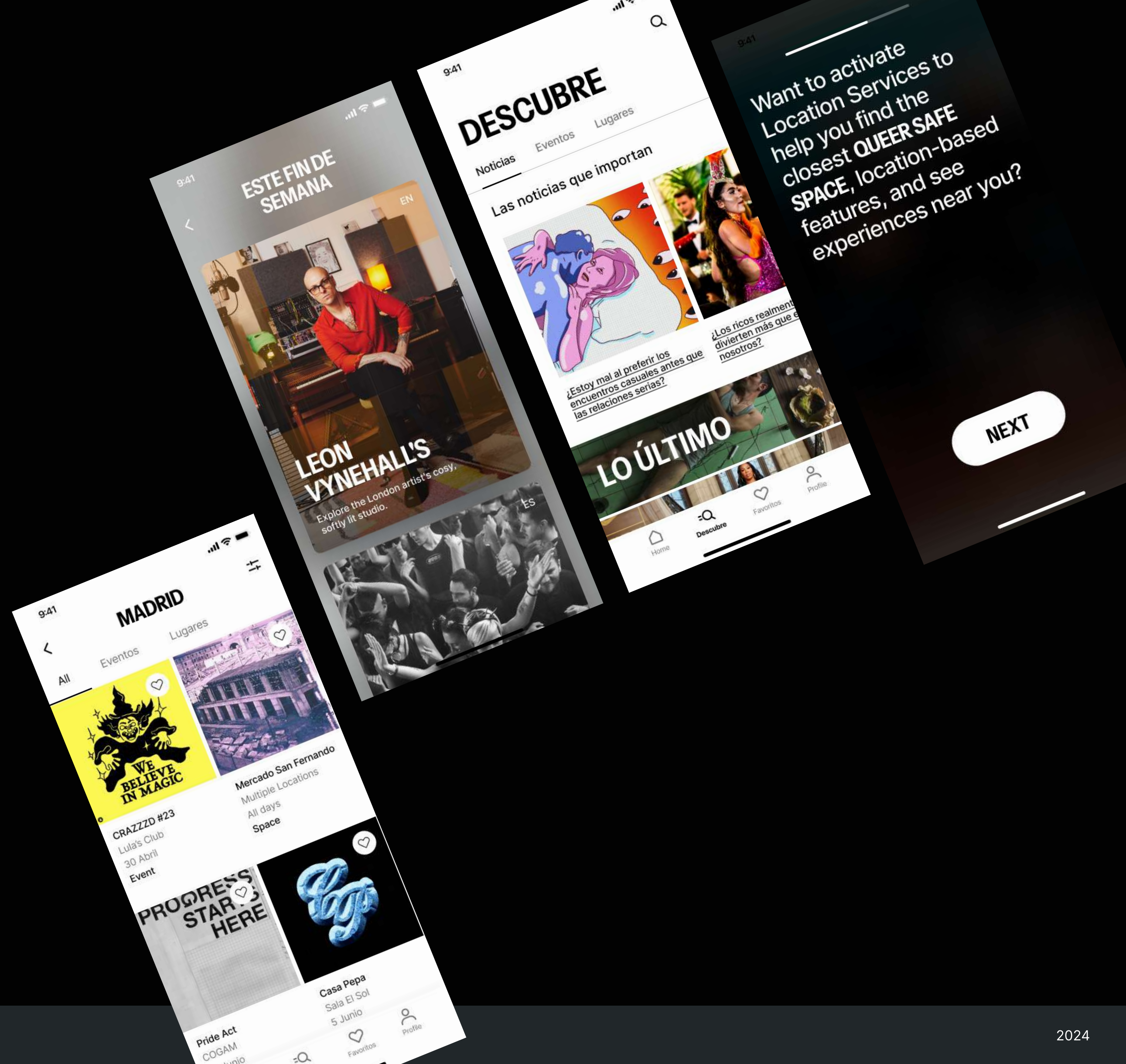
MARCO

Tasks: Complete design of a communication agency. Focused on the message and interaction.

Blue Ocean

Tasks: Design and digitalization of an old production company, turning its brand new interface into a bold new spirit.
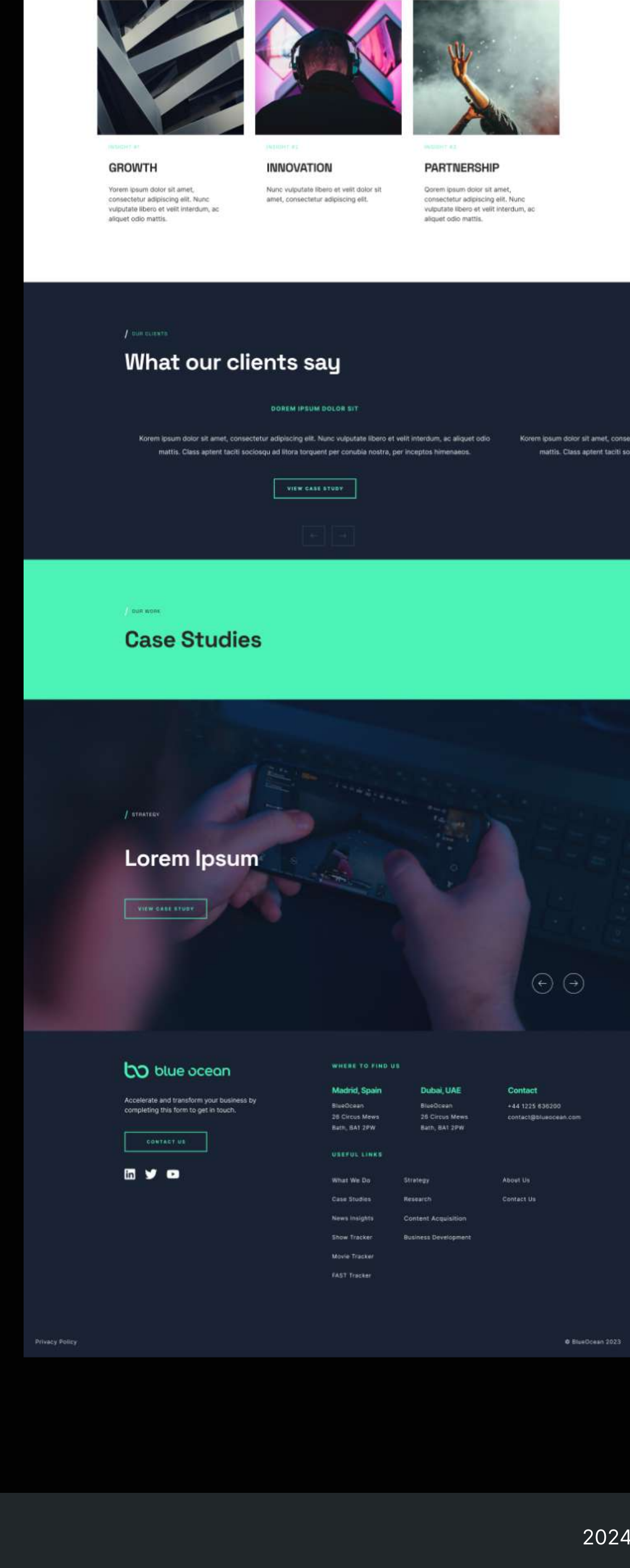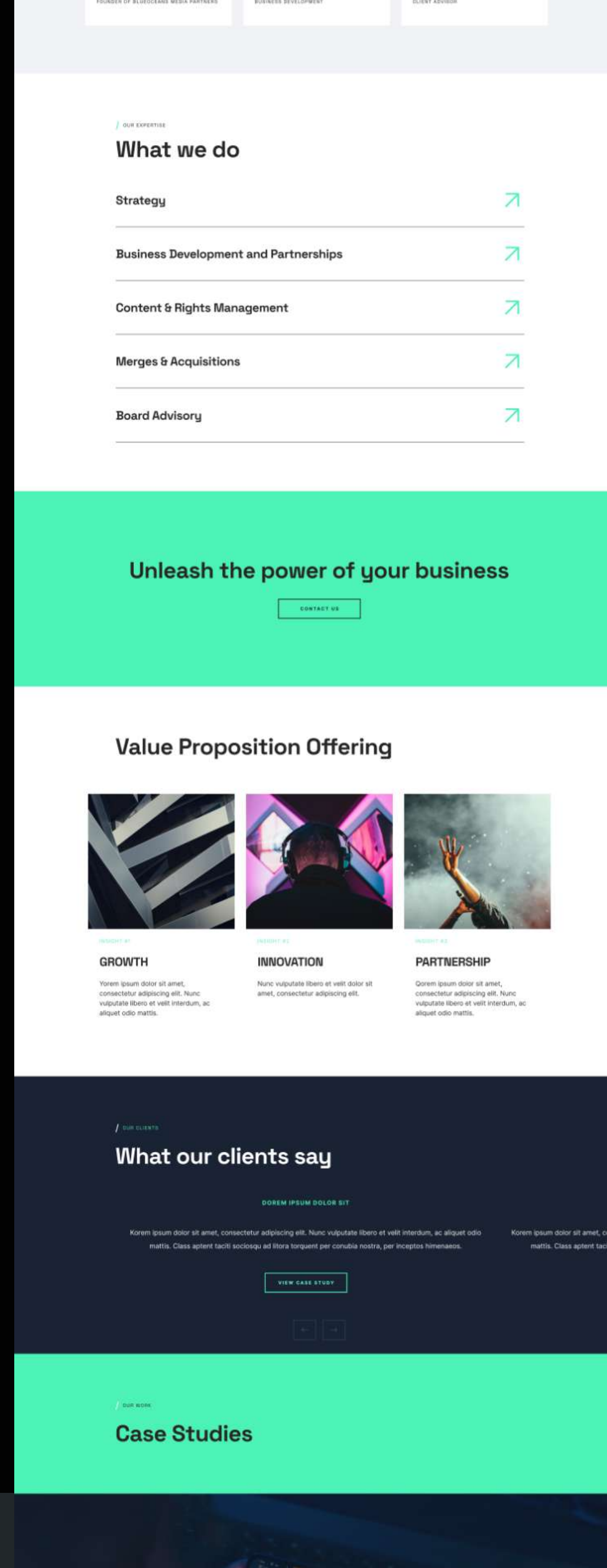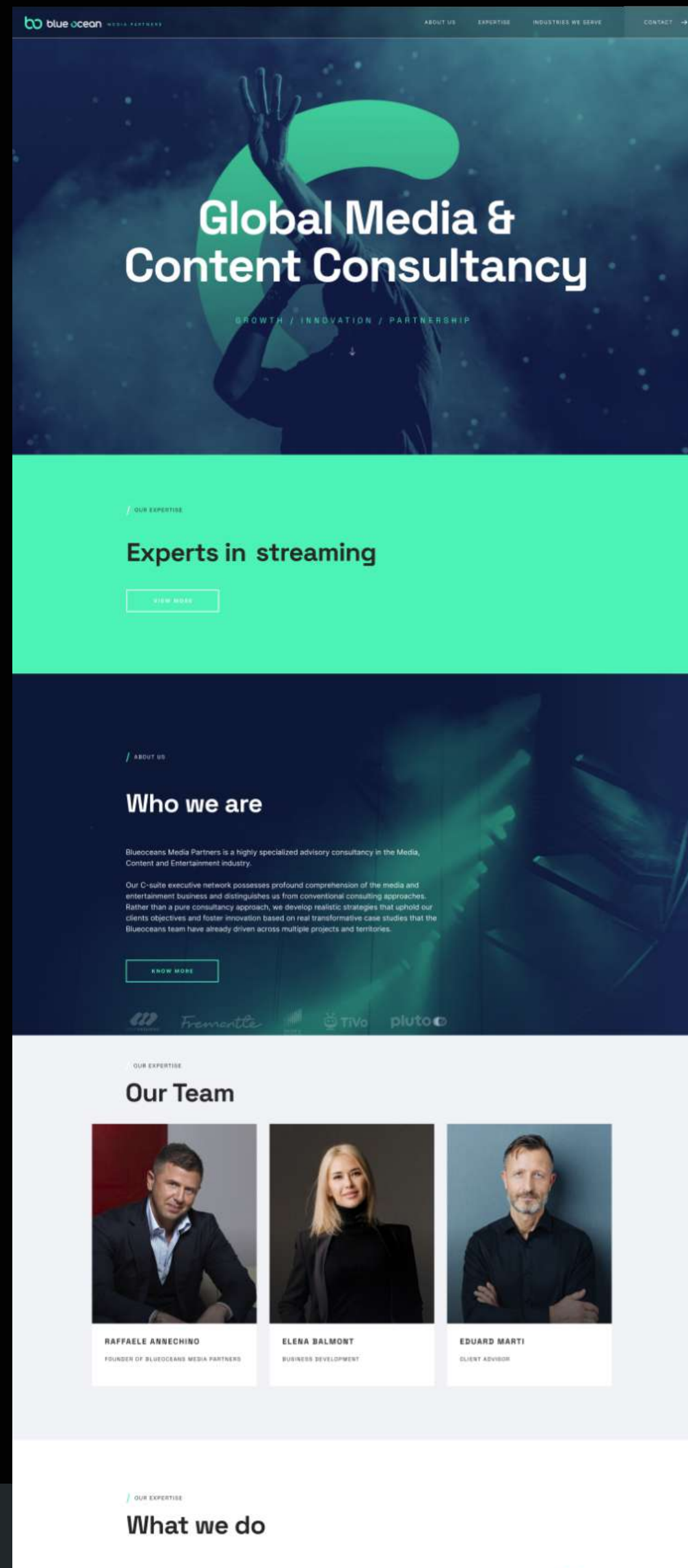
OTHER EXPERTISE

Brand Design

Leather Company

Gráficamente nuestro logotipo se compone de dos partes:
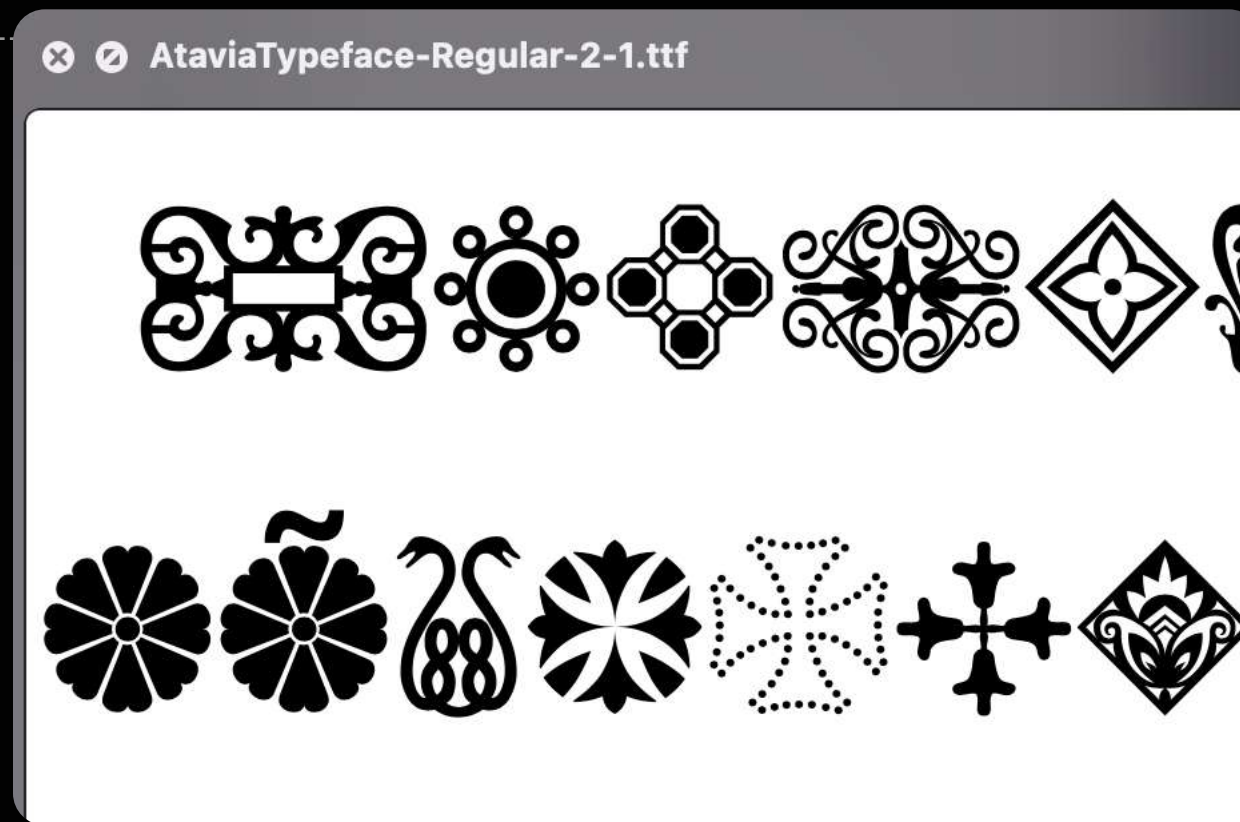Una primera, la 'E' compuesta por una línea curva contínua
y del mismo grosor que la segunda parte; 'turia+clm',
construida mediante la tipografía ITC Ronda.

No es posible la modificación de estos elementos y
proporciones bajo ninguna circunstancia.

eturia clm

eturia clm | Manual de Identidad Corporativa   7

Tourism Company

Type Design

AtaviaTypeface-Regular-2-1.ttf

Atavia Typeface

Events

Editorial/Magazine/Book

Data & Inforgaphics

Art Direction

"THE PAPER PLANE TEACHES YOU TO IMAGINE. ONCE YOU DREAM, YOU SET YOUR INTENTION. THIS IS WHAT I WANT, WHERE I WANT TO BE."

JAY-Z