



## 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 governmental 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](https://luisferpalo.com) ↗
- Instagram [@luisferpalo](https://www.instagram.com/luisferpalo) ↗
- Mail [luisfer.depaz.ldp@gmail.com](mailto:luisfer.depaz.ldp@gmail.com) ↗
- Phone [\(+34\) 603524870](tel:+34603524870) ↗

# NorthSky<sup>®</sup>

We build brands by listening, researching and collaborating with clients to create the most brilliant ideas that go beyond expectations. We ma

## Our Values

Ambition

Creativity

Excellence

Sustainability

Passion

## Services

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Big Data & AI /Digital Ecosystem /  
Influencer Marketing /Public Affairs /  
Social Media /Events & Experiences /  
Internal Communication /Audiovisual  
Expression /Branding and Design /  
Ideas & Creativity /Crisis

### 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.



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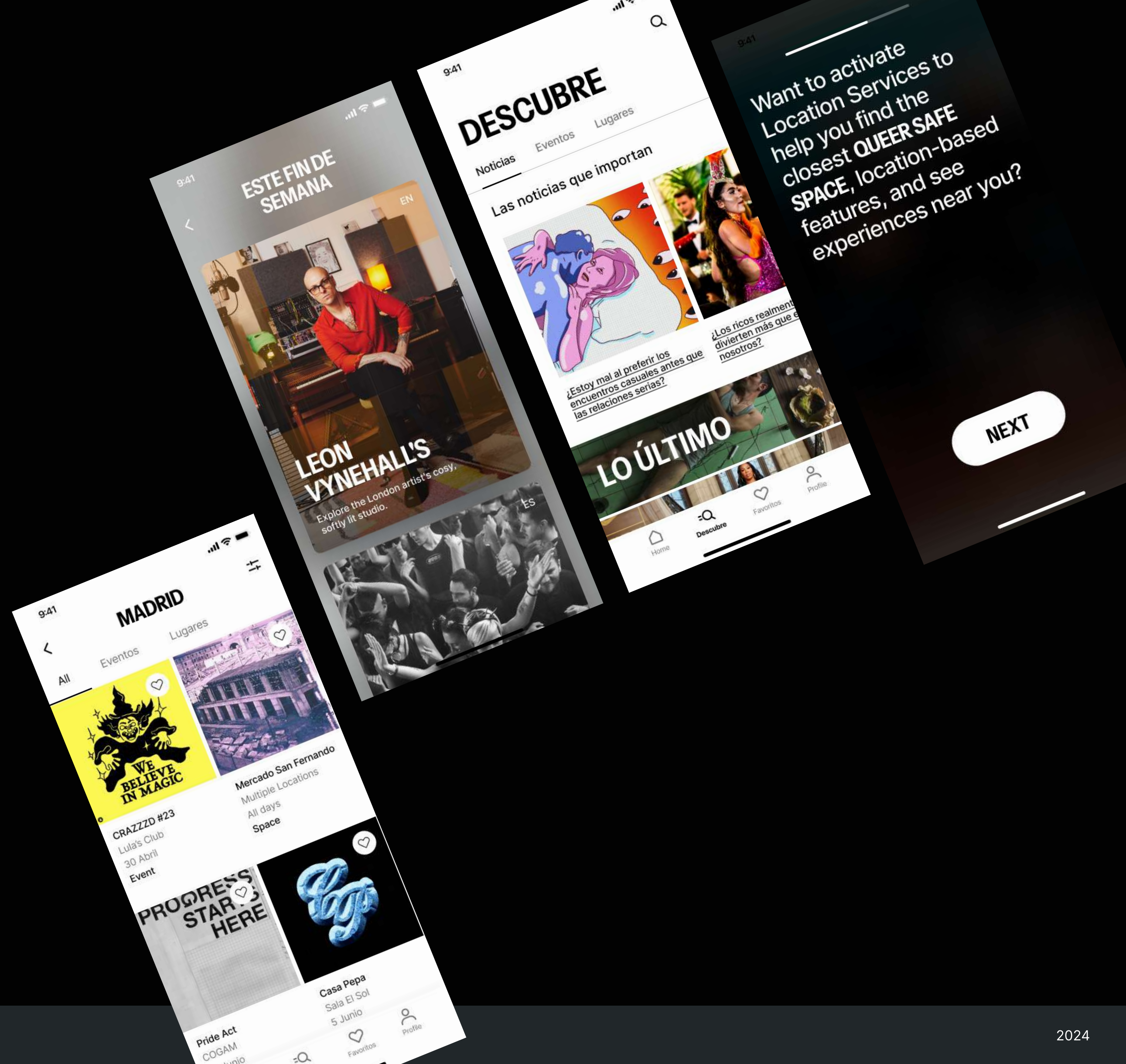
Investors

MARCO Hub  
The New Frontiers of Communication  
The MARCO Survey  
Press Room

# QS | QUEER SAFE

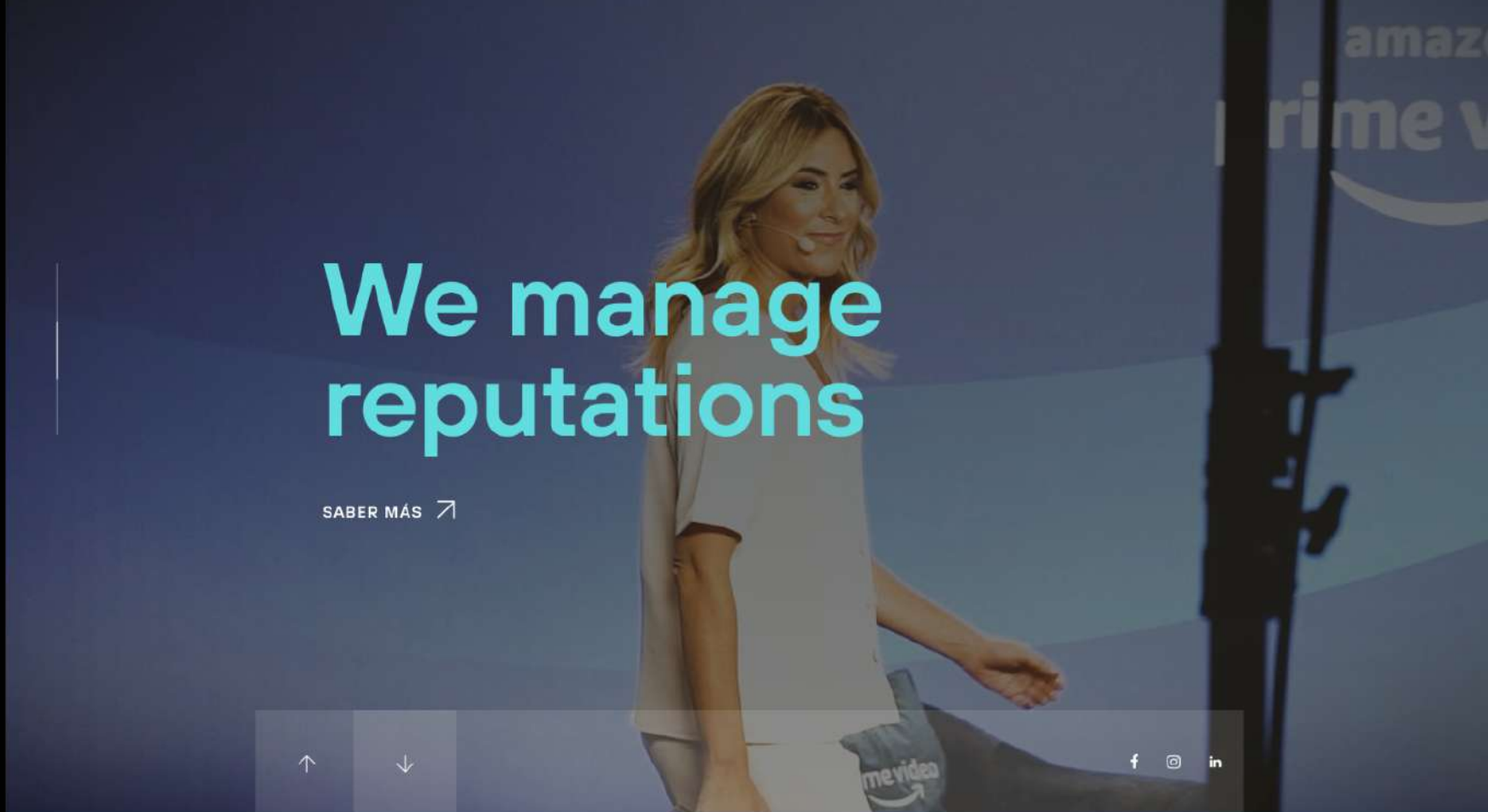
## QS | Queer Safe

**Tasks:** Creative design of an Interactive app made for the queer community with a 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.



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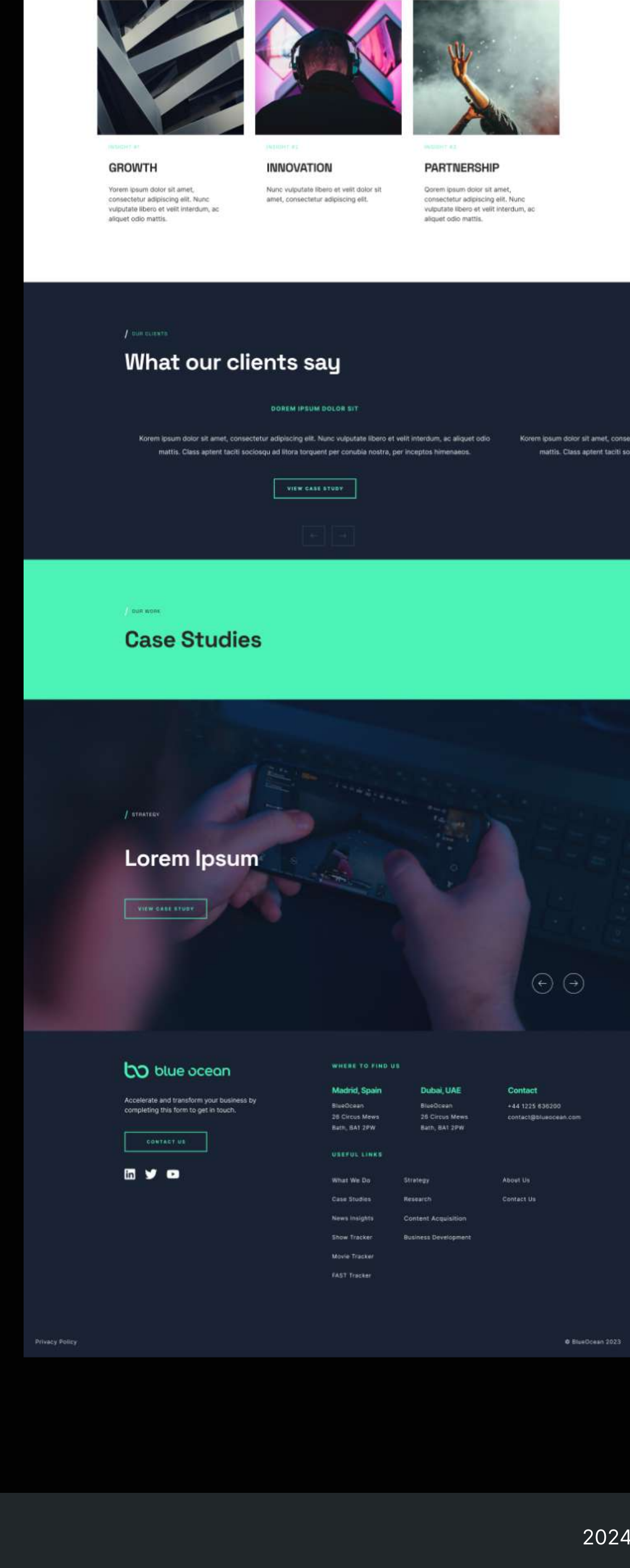
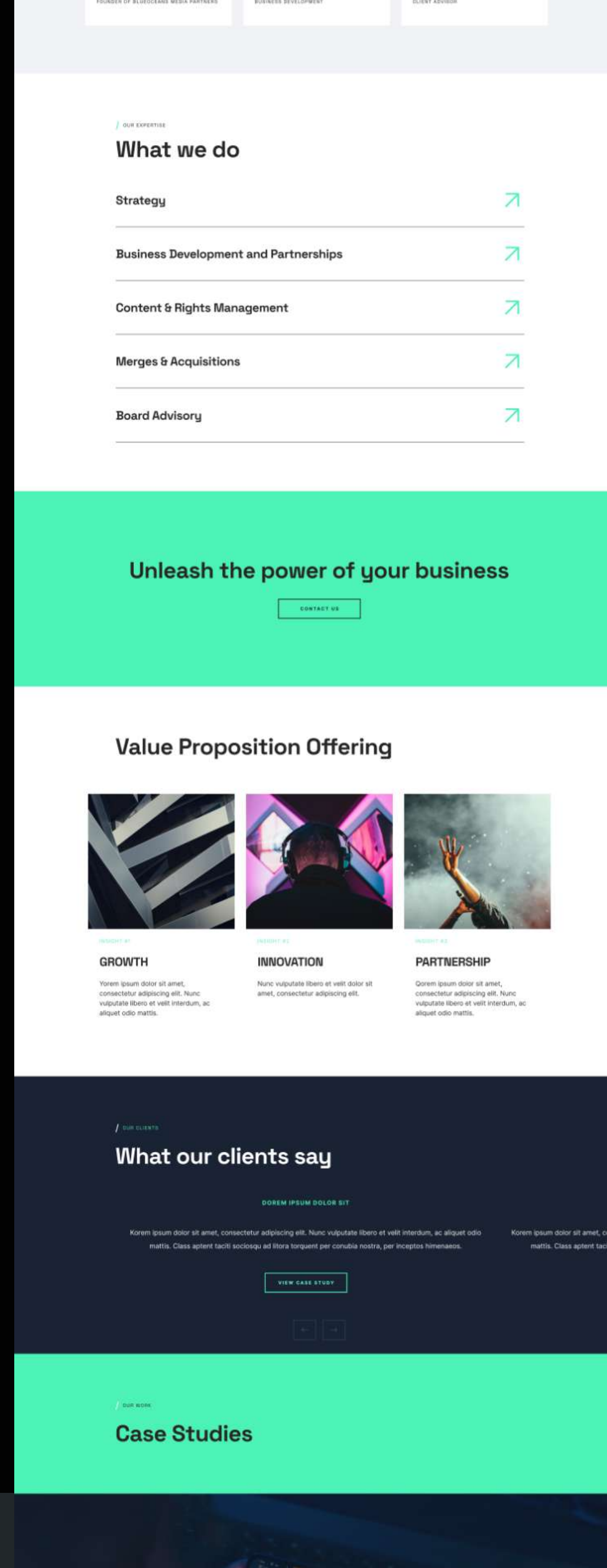
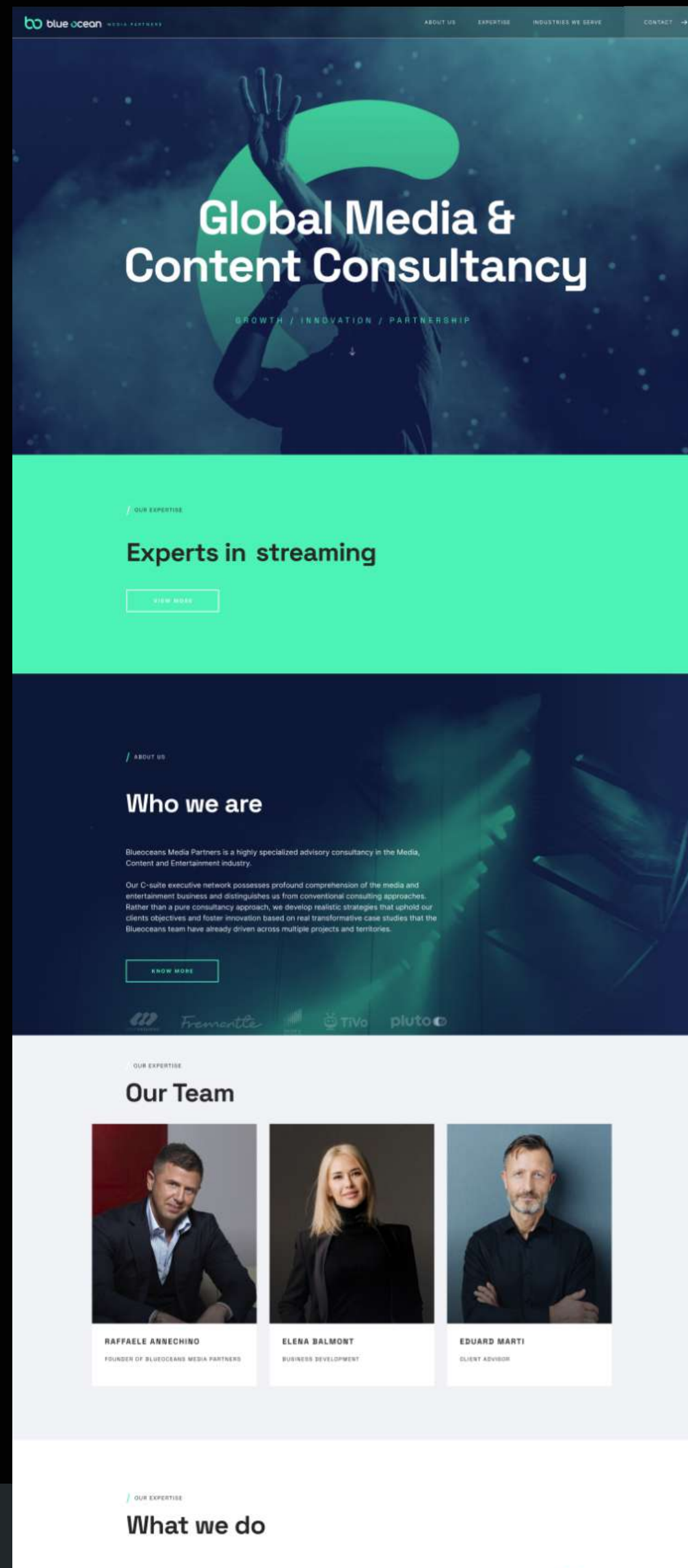
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MÁS QUE UNA AGENCIA  
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## Blue Ocean

**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

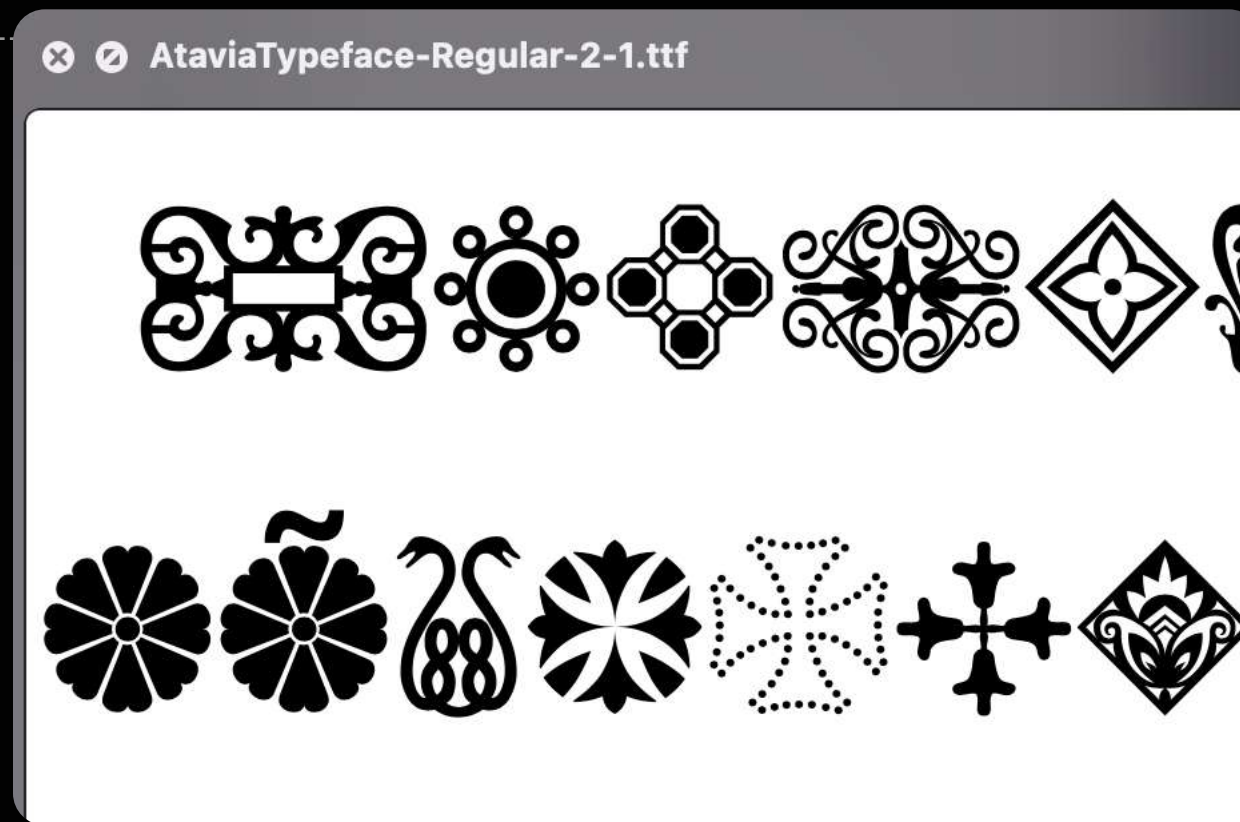


Tourism Company



Type Design

Atavia Typeface



Events

Editorial/Magazine/Book

Data & Infographics

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**