

### Luis Fernando de Paz UX/UI Graphic Designer Iuisferpalo.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		Education	
2021 - present	<b>UI/ Graphic Designer</b> – Marco Agency	2021-2022	Masters' UX/UI Design - UNIR
	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.		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.
	Adobe CC • Figma • VS Code • Wordpress	2016-2020	Bachelor's degree in Graphic Design - ESD Madrid
2022	UX Researcher - Interacso		Started my career as a graphic designer in one of the best public University of Design in Madrid. Learn
	Worked closesly for a few months as an app user experience researcher. Focused on mobility app.		deeply about multiple skills and developed a great critic sense in design.
	Figma • HTML • CSS		
2019 - present	Freelance 7	Links	
	Worked with a wide range of small agencies and		
	a few large governamental companies developing their identity and expanding their horizons. Adobe CC	Web	luisferpalo.com 🧷
		Instagram	@luisferpalo
		Mail	luisfer.depaz.ldp@gmail.com >
		Phone	(+34) 603524870 <b>¬</b>
2020 – 2021	Graphic Designer - Forbes Spain		
	Worked on editorial and brand designs made exclusively for the magazine		
	Adobe CC		

## ideas & Creativity /Crisis





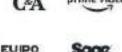




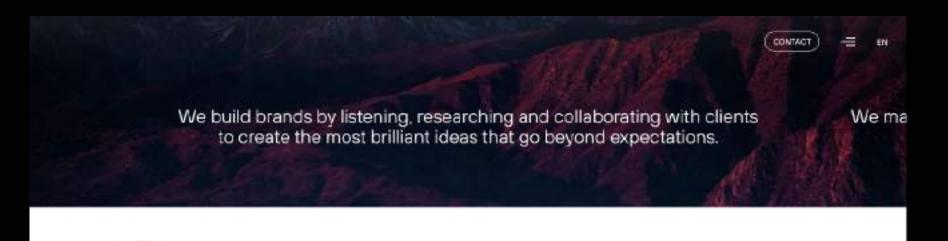








# Northsky



Our Values

Ambition

Creativity

Excellence

Sustainability

Passion

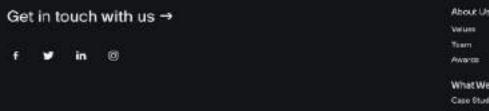
Services

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

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View all the offices →

### Access to active strategies and successful solutions



MARCO Hub The MARCO Survery

interface made for a global company that offers multiple services. The main issue was how to make an interface that worked globally.

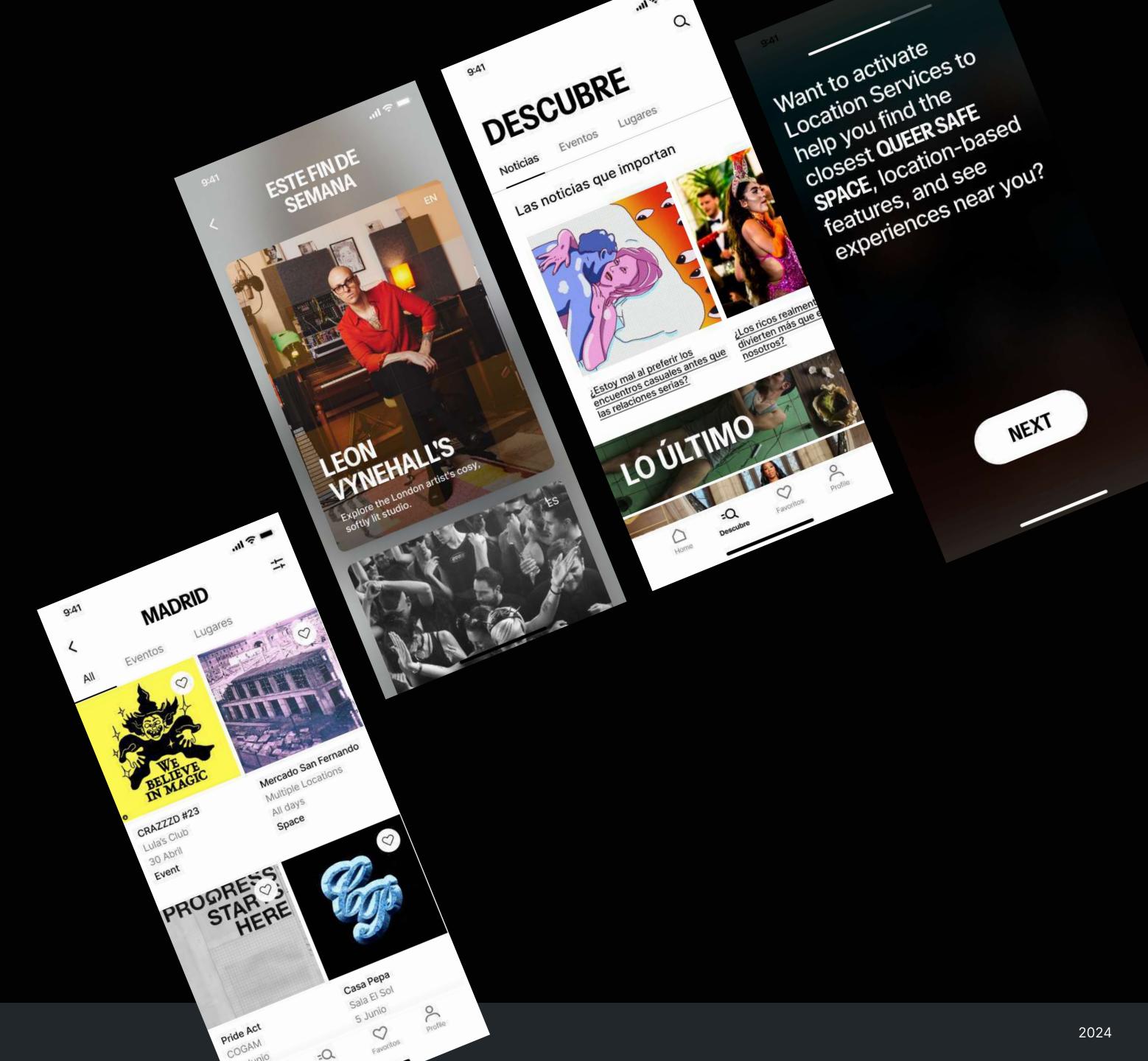
NorthSky Agency

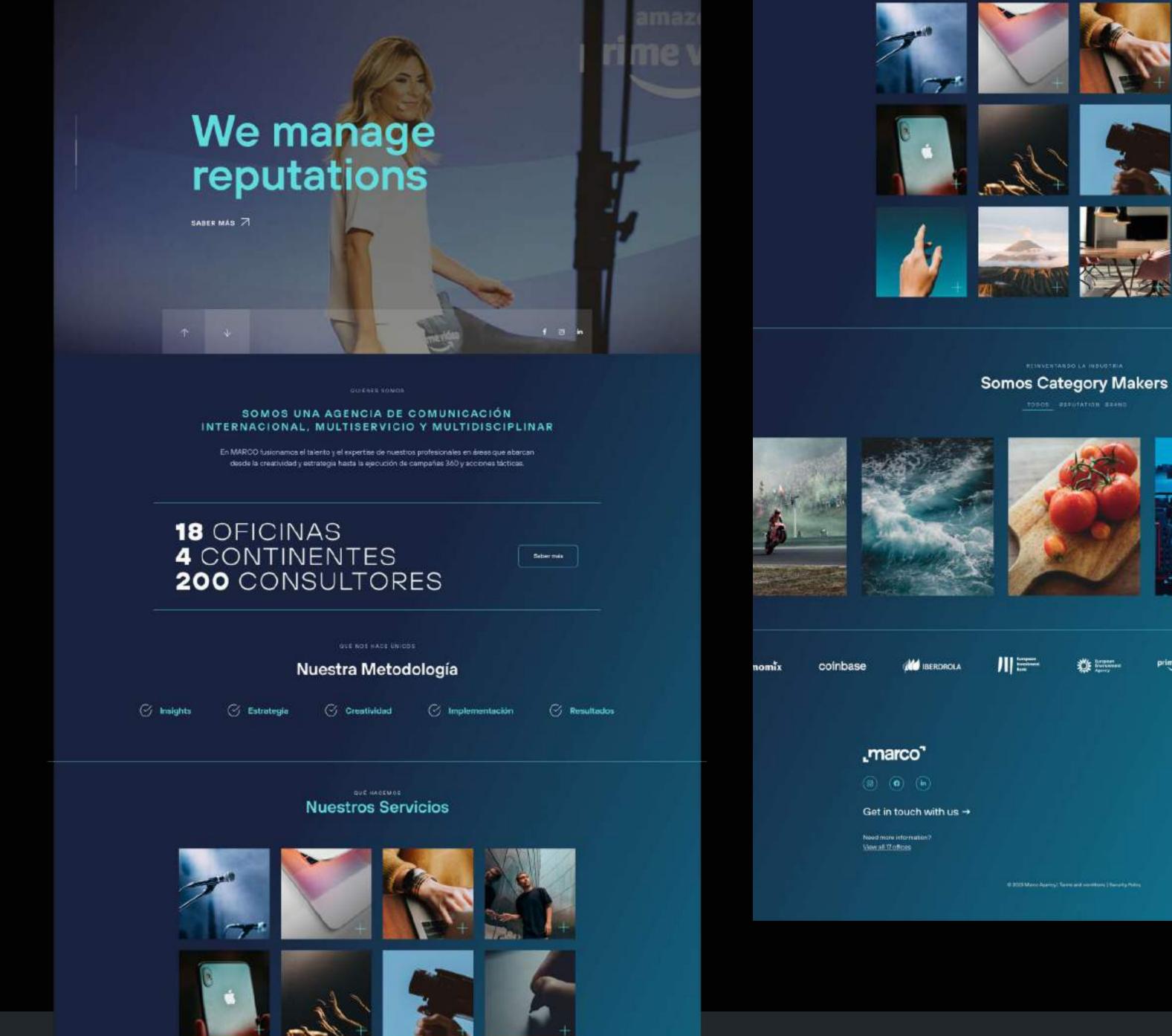
**Tasks:** Great use of bold typography and clean

QS | QUEER SAFE

## 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.





Luis Fernando de Paz UX / UI Portfolio

Tasks: Complete design of a communication

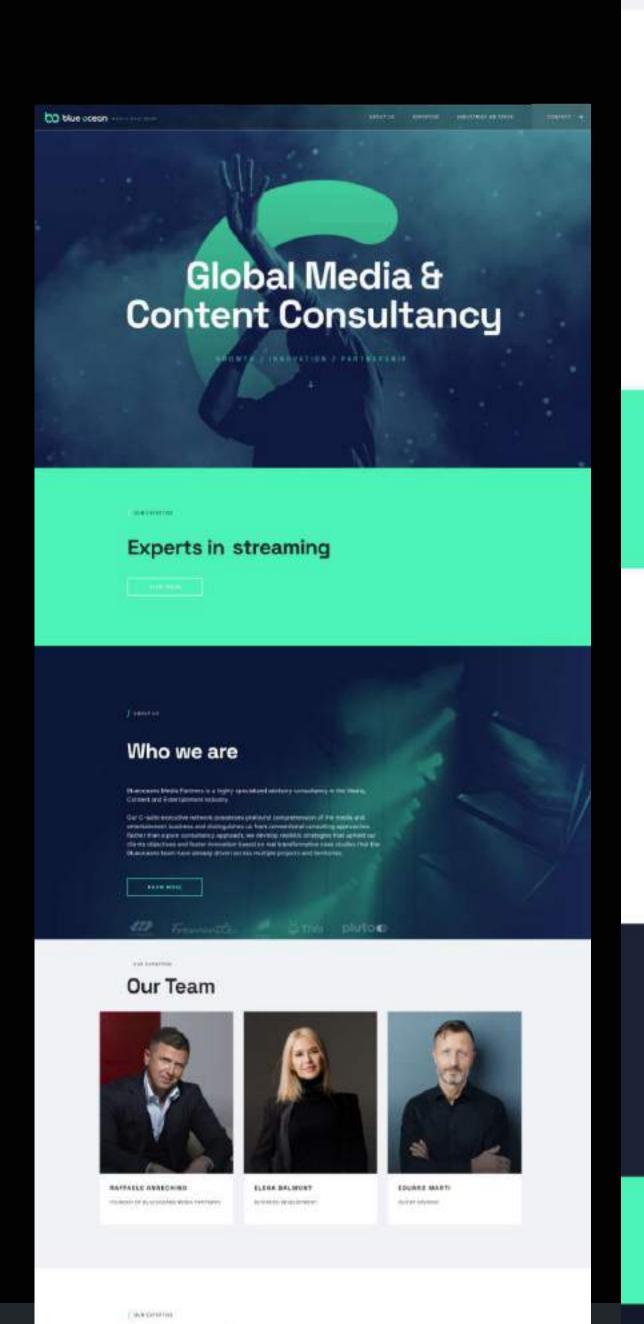
agency. Focused on the message and interaction.

**MARCO** 

LOUÉ NOS HAGE DIFERENTES?

CONOCIMIENTO MÁS PREMADO

MACQUEUNA AGENCIA

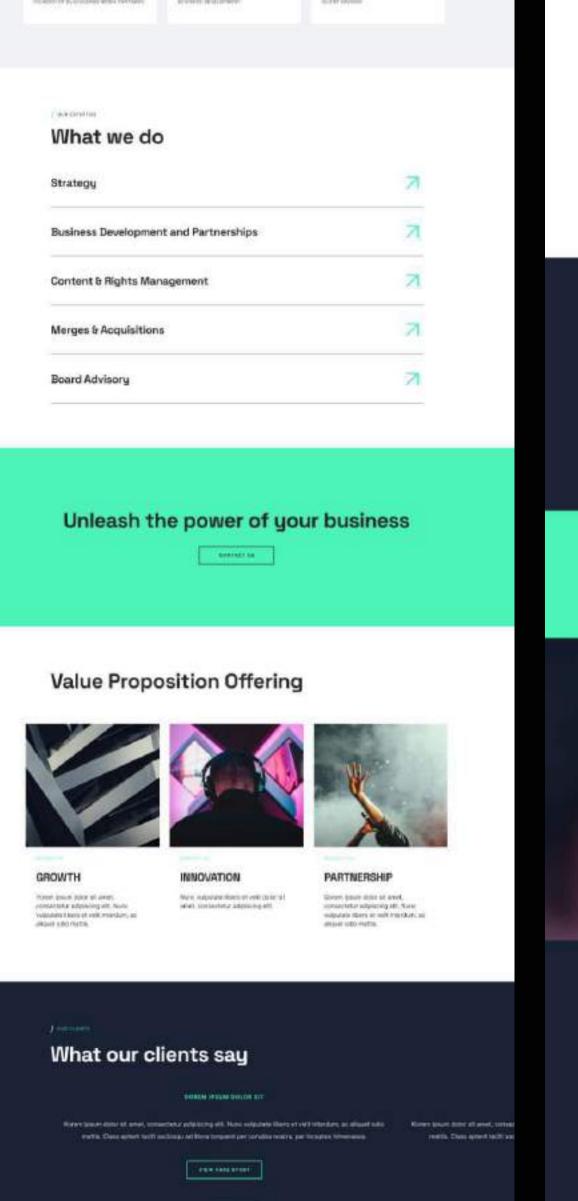


**Blue Ocean** 

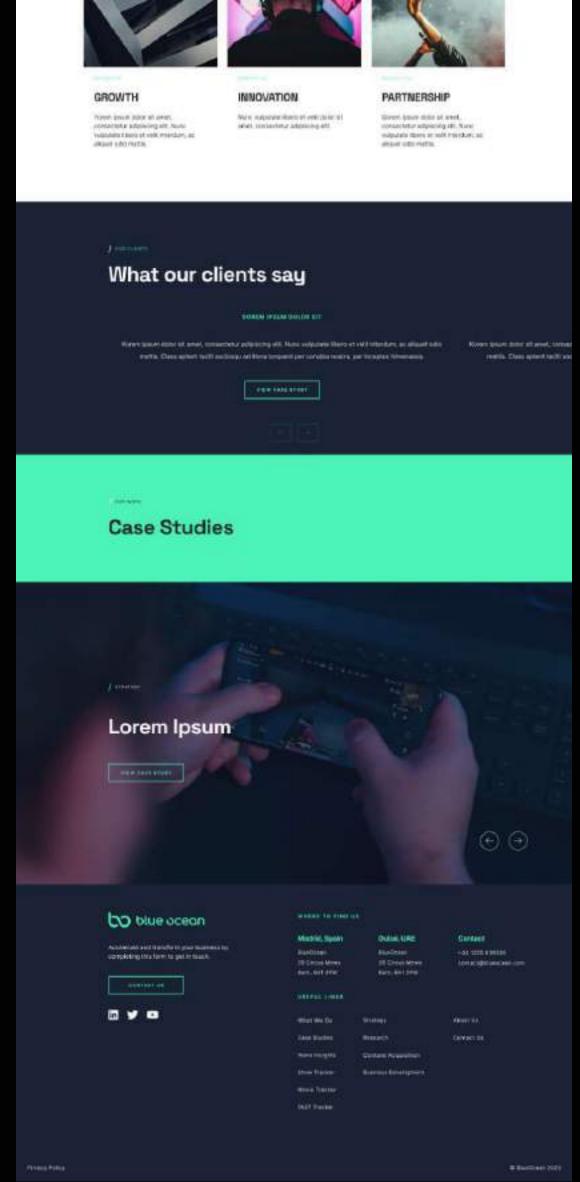
new spirit.

Tasks: Design and digitalization of an old production

company, turning its brand new interface into a bold



**Case Studies** 



2024

Luis Fernando de Paz UX / UI Portfolio What we do

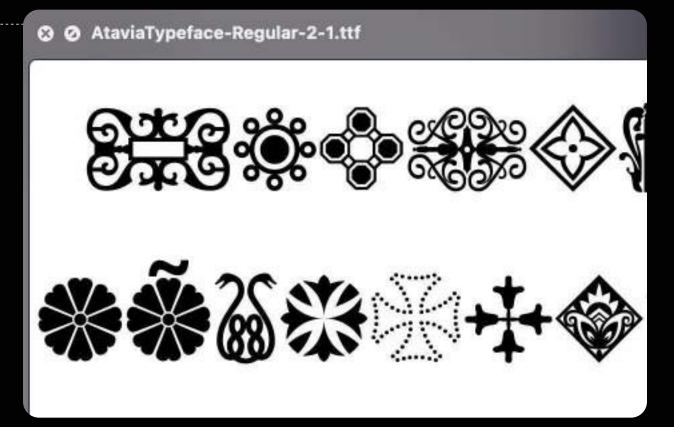
#### OTHER EXPERTISE

**Brand Design** 



**Leather Company** 

Type Design



**Atavia Typeface** 

**Events** 

Editorial/Magazine/Book

Data & Inforgaphics

Art Direction

1. TONO Y ESTILO

1. 4. Construcción

Gráficamente nuestro logotipo se compone de dos partes: Una primera, la 'E' compuesta por una línea curva continua 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.



**Tourism Company** 

**Sturio cim** Menual de Identidad Corporativa

