

# ALICJA TURAKIEWICZ

## BRANDING & DIGITAL DESIGNER

Graphic designer with over 10 years of experience in the creative field · Specializing in branding, digital design, and architectural photography · Creative and analytical · Minimalist style enthusiast · Passionate about hiking, psychology, and Spanish food

## FREELANCE EXPERIENCE

### SISTEMA DEL SOLAR AUG 2025 – OCT 2025

#### GRAPHIC DESIGNER

- Produced high-quality digital and print assets for integrated marketing campaigns
- Designed and developed internal presentations for stakeholder communications
- Created visual assets for animation and video production

Sector: Consumer & Lifestyle · Clients: Netflix, Grefusa, Nike

### RODEO13 APR 2025 – CURRENT

#### DESIGN MANAGER

- Transform concepts and creative briefs into compelling visuals across multiple channels
- Integrate stock photography into graphic materials for brand campaigns
- Create and edit short videos for marketing deliverables
- Collaborate with cross-functional teams to transform briefs into creative deliverables

Sector: Research & Insights · Clients: Beyond Blue, Insight Platforms, Keen as Mustard, Firefish, KJT

### PROVALENTIA JUL 2024 – CURRENT

#### GRAPHIC DESIGNER

- Provide graphic design services for the medical industry events
- Design promotional assets and manage web content
- Direct collaboration with clients to adapt graphic materials to their needs

Sector: Healthcare & Pharma · Clients: SVFH, Hospital La Paz, Hospital La Fe

### SPAINITY SEP 2020 – MAR 2021

#### BRANDING DESIGNER

- Led design projects from conception to delivery, enhancing visual appeal and user experience
- Created complete brand identity for Spainty, Spain's largest marketplace for Spanish products
- Designed user-focused layouts and graphics aligned with brand guidelines

Sector: E-commerce

## PROFESSIONAL EXPERIENCE

### PROVALENTIA JUL 2018 – JUL 2024 VALENCIA, SPAIN

#### GRAPHIC DESIGNER

- Developed comprehensive graphic materials for medical industry events and conferences
- Created complete event identities and web content for events with over 550 participants
- Managed and updated web content using WordPress
- Prepared final artwork for print and coordinated with printing houses
- Successfully managed multiple concurrent projects while meeting tight deadlines

Sector: Healthcare & Pharma · Clients: SVFH, SEDE, Pfizer, MSD, Hospital La Paz

### ACUBIC SOLAR SYSTEMS FEB 2018 – OCT 2019 REMOTE

#### GRAPHIC DESIGNER

- Developed concepts, illustrations, graphics, and layouts for marketing materials
- Contributed to brand recognition enhancement through strategic design solutions
- Partnered with marketing team to align visual communications with business objectives

Sector: Renewable Energy Technology

### INSTANT LINK SEP 2017 – JUL 2018 VALENCIA, SPAIN

#### OPERATIONS COORDINATOR

- Coordinated loading and unloading in international express transport

Sector: Transport & Logistics

### TEXTIL ENERGY JUN 2017 – SEP 2017 VALENCIA, SPAIN

#### GRAPHIC DESIGNER (INTERNSHIP)

- Designed print and digital collaterals according to communication strategy
- Refined and optimized existing images, photos, and layouts

Sector: Renewable Energy Technology

### MENCANTA BRAND APR 2016 – MAY 2017 REMOTE

#### GRAPHIC DESIGNER

- Developed illustrations and graphics for seasonal t-shirt collections
- Designed graphic elements for social media campaigns

Sector: Fashion

## COURSES AND CERTIFICATES

DESIGN PRACTICE SEP 2024 – DEC 2024	WEBFLOW DESIGNER Website design and implementation project for Koala Design Studio
DESIGN PRACTICE NOV 2023 – MAR 2024	BRANDING DESIGNER Visual identification design for the aesthetic medicine clinic Armonía
UDEMY FEB 2024	MIDJOURNEY MASTERCLASS Complete Guide For Better AI Arts
REVELARTE JAN 2023 - APR 2023	PHOTOGRAPHY Level II/V
COURSERA SEP 2022 - FEB 2023	GOOGLE UX PROFESSIONAL CERTIFICATE Foundation of User Experience (UX) Design
DESIGN PRACTICE OCT 2022 – JAN 2023	DIGITAL DESIGNER Project Müller&Wanke's website design
DESARROLLOS SAVILA MAY 2020	INSTAGRAM & FACEBOOK MARKETING Foundation of marketing in social media

## VOLUNTEERING

ERASMUS STUDENT NETWORK NOV 2014 – SEP 2015 POZNAN, POLAND	GRAPHIC DESIGN TEAM MEMBER · Prepared graphic design materials for the organization · Participated in Mentor Programme to support international students
ERASMUS STUDENT NETWORK NOV 2010 – JUN 2012 OLSZTYN, POLAND	GRAPHIC DESIGN TEAM MEMBER · Prepared graphic design materials for the organization · Collaboration in National Delegates' Meeting organization

## EDUCATION

UNIVERSITY OF LIFE SCIENCES MAR 2014 – JUN 2015 POZNAN, POLAND	MASTER'S DEGREE IN LANDSCAPE ARCHITECTURE Faculty of Horticulture and Landscape Architecture
POLYTECHNIC UNIVERSITY OF VALENCIA SEP 2012 – FEB 2013 VALENCIA, SPAIN	ERASMUS EXCHANGE PROGRAMME School of Agricultural Engineering and Environment
UNIVERSITY OF WARMIA AND MAZURY OCT 2009 – JUN 2013 OLSZTYN, POLAND	BACHELOR'S DEGREE IN LANDSCAPE ARCHITECTURE Faculty of Environmental Management and Agriculture

## SKILLS

TOOLS	Figma · Illustrator · Photoshop · InDesign · Premiere Pro · Webflow · AI Generators
LANGUAGES	Polish (native) · Spanish (C1) · English (B2)
HARD SKILLS	Graphic Design · Web Design · UI Design · Research · Photography
SOFT SKILLS	Creativity · Attention to detail · Organization · Teamwork · Empathy · Adaptability