



Toni Tort Barbero Senior Designer

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15/09/1992 | 28 years old
Portfolio: tonitort.com

With more than six years of experience in the design-, marketing -and advertising field, I feel confident that my know-how and background in the new digital media can be extremely valuable to your organization. Indeed, as a Senior UX/UI -and Graphic Design Specialist I am able to handle multiple projects of high complexity and are able to provide my industry expertise, as well as a holistic and clear vision to lead the future growth in your company.

In addition, my skills as team manager in different design departments prepared me to face the challenges that any creative and graphic team of a company encounters on their way to success.

The last four years as profesional had been extremely important as they helped me to grow further and improve my skills as Lead Designer and Graphic Design Specialist. I had the chance to work in two of the most prestigious start-ups in Barcelona: TAPP Water and Smart Points. Both of them rocket launched my career and let me experience the birth of a company up to its biggest expansion stage.



NATIVE



C1 LEVEL



NATIVE

Experience

Mecan. Tort | Sep 08 - Sep 12 | Family Business

Industrial clerk. Working as apprentice, in different seasons depending on business demand.

BEdeluxe | Jan 13 - Mar 13 | Internship

Graphic and Web Design
Strategy 2.0
E-Commerce Management
Autonomous project management

Packstudio | Oct 13 - Abril 14 | Internship

Graphic and Web Design
Strategy 2.0
Packaging Product photo
Autonomous project management

SetUp Media | Dec 15 - Mar 16 | Junior Designer

Blog management
Graphic and Print Design
Web Design and development
Social media content creation

TAPP Water | Mar 16 - Jan 18 | Art Director

App design of MyTAPP for Android y iOS.
Design and development of web prototypes, identity and packaging.
HTML and CSS development (partially in JS and PHP) for tappwater.co.
SEO Optimiztion | AdWords and AdSense | Facebook Ads.
PageSpeed, Analytics, Trends, My Business management.
E-commerce management using Wordpress. Orders management
TAPP 2 Indiegogo crowdfunding success by exceeding the funding goal.

Makkao | Dec 18 - Feb 2019 | Senior Designer

Blog management
Graphic and Print
Design Web Design and development
Social media content creation

Smart Points | Mar 19 - Currently | Art Director

Control, direction and implementation of the new branding
All printed material including vynils, roll ups, flyers, coupons, etc
Creation of brand guidelines, art control.
UX/UI for PWA and Locker App
UX/UI for Droppo and Lavalocker.
Co-responsible of marketing team in the creative and strategy area
Creation and implementation of newsletters and promotions
Creation and implementation of Facebook, Instagram and Google ads.
Substantial increase of B2B market through new web design

Formation

Advertising and RRPP
Graduated in UAB

ERASMUS Norway
University of Bergen

Cinema 4D + After Effects , Suotta
Branding, Constanza Business School
Digital Marketing, Google & IAB
Cloud Computing, Google & EOI
E-Commerce, Google & EOI
Analytics, Universidad Complutense de Madrid
App Coding , Universidad Complutense de Madrid
HTML & CSS, Seis Cocos & Pixel Pro
Web Design, Deusto Formación & Pixel Pro
SEO Specialist, Deusto Formación
Digital Creation, Escola Joso
Javascript & JQuery, Seis Cocos & Pixel Pro
Advanced Drawing Skills, Candini Boter
Basic human anatomics, Udemu