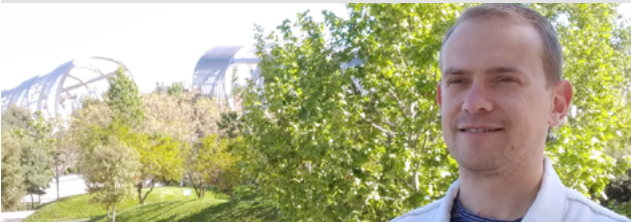


alberto martínez fernández



I am a reliable designer with strong in-house editorial experience, where I have carried out both creative and coordination works, by working on projects from initial brief -making budgets, designing the start line and choosing the team work- to delivering the final work. I am used to work under pressure and to sort out work so that projects arrive on time.

I have got a high creative profile with a global vision. I think Designer must be the person in charge of visual identity of all items of a project, regardless where they may be run. The creation of attractive visual experiences must be along with empathetic exercise toward user.



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Education and training

High School Diploma in Arts (2001)

IES Rey Pastor (Madrid)

- Modeling • Technical Drawing • Artistic drawing
- Painting • Universal Art History • Philosophy
- Language and Literature • English • Universal History • Computer-aided design

Diploma in Graphic Design & Fine Arts (2004)

Fundación Casa de la Moneda (Madrid)

- Universal Art History • Drawing • Painting
- Sculpture • Calcographic Engraving • Buril Engraving • Lithography • Computer aided design • Graphic Design Theory • Graphic Design Techniques

Web Design Master (2013)

Aula Creactiva (Madrid)

- Introduction to web design • DreamWeaver • Animate • Web Design • Color • Typography • Usability • HTML5 • CSS3 • JOOMLA • WORDPRESS
- Flash Banners Campaign • Design e-mailing, newsletter, landing pages, tabs on facebook
- Corporate website • Microsite • Publishing a Web Project • Web for devices mobile • Presentations on CD

Work experience

Senior Designer (2004 – now)

Pearson (Publisher)

Project Coordination

Ability to plan and coordinate a project from start to finish: contact with providers, making schedules, budgets, quality control, relationships with other departments, etc. There have been many projects I've had the opportunity to coordinate, starting from design and freelance contracting, establishing timetables and coming to delivery of the finished product. In most cases, the project involved several components, so that the planning is essential.

Creativity / Design

In these years I have designed a lot and very varied pieces: exercise books, text books, flyers, corporate images, digital course, websites ... In all cases, always starting with the pencil and paper and ending with the help of computer. For this work it is necessary to have a great aesthetic sense, but also have good analytical skills.

Other skills

- English B2 level (PTE General - Pearson)
- English B1 level (Cambridge & CUID UNED)
- Adobe Creative Cloud (Print, digital & video)
- Adobe Express
- Figma & Adobe XD
- AI generation: Sora, Midjourney, Firefly, Dreamstudio
- Java-script
- Dinamic HTML language
- CSS language
- Monitoring task
- Coordination and quality control
- Development and budget control
- Development and timing control
- Illustration
- Painting
- Artistic drawing
- Commercial drawing
- Driving license B