[AI DESIGNER]
[UX/UI · CREATIVE]

Santiago Márquez de Prado Ortiz

PORTFOLIO **smarzstudio.com**

AI Creative Specialist & Graphic Designer

GRAPHIC, DIGITAL & AUDIOVISUAL DESIGN · MADRID

- **AI applied to the whole creative process.**
- **Video**, motion graphics and audiovisual.
- **Paid media** and marketing campaigns.
- **UX/UI** interfaces and experiences.
- **Branding** and visual identity.
- **Email marketing**, HTML and **automation**.



santi.marquezdeprado@gmail.com

+34 644 613 230

linkedin.com/in/santiagomarquezdepradoortiz

Profile

I work with **AI built into the whole process**: concept, design, production and delivery. That lets me **cover the full cycle of a campaign on my own** —idea, creatives, video, mailing and HTML template— with the brand consistency that usually takes a team. The judgement and direction are mine; AI extends what I can produce.

Work & Academic Experience

- **Senior Graphic Designer at Sinergia FP · 2026 – Present:** Creative design and production with AI built into the whole process: paid media campaigns (Meta Ads), **10–15 AI-edited videos a month**, motion graphics, mailings and newsletters on HTML templates, visual identity, sales presentations and process automation.
- **Comet Labs – Own project · 2026:** AI services for companies: websites, apps and internal tools, from proposal to development.
- **Lead Designer at TECH Universidad · 2025 – 2026:** Design of digital pieces (video, email marketing and visual materials) with a UX/UI approach, and scalable production processes through AI automation.
- **Graphic Design & Branding Lead – Grupo IMm · 2025:** Head of the design area: graphics, web (UX and UI), branding and corporate image, layout and video editing.
- **Digital Artworker (Internship) at Hogarth Worldwide (WPP) · 2024 – 2025:** Production and adaptation of digital advertising pieces for Movistar, Toyota, LaLiga, NTT DATA, Coca-Cola and Bimbo campaigns.
- **App design for events (Internship) at Euroforum · 2024:** Content, navigation and user experience (UX/UI) for EY, PwC, KPMG and Prosegur.
- **Design and campaigns (Internship) at the Virtual Reality and 3D labs – Universidad Francisco de Vitoria · 2021 – 2023:** Social media campaigns for university events and competitions.

Education

- **Universidad Francisco de Vitoria:** Degree in Graphic, Multimedia and Interactive Design (2024).
- **Colegio Monte Tabor:** Arts Baccalaureate. **Colegio Retamar.**
- **Languages:** Spanish (native) · English Advanced (C1) · Italian (beginner).

Portfolio
smarzstudio.com
Campaigns · Motion · AI projects

Applied AI

- Video editing & motion graphics
- Images and visual assets
- Paid media creatives
- Email marketing and HTML
- Branding and UX/UI
- Process automation

Software

Adobe suite:

- Photoshop · Illustrator · InDesign
- After Effects · Premiere · XD

Other:

- Figma · Canva · Affinity
- WordPress · Elementor · Webflow
- Blender · Unreal Engine
- Mailchimp · Notion · Office 365

AI & automation:

- Claude · n8n

UX/UI & code

- Interfaces, apps and prototypes
- HTML, email templates and SVG
- SQL and data visualisation

Adaptability · Creativity and initiative · Problem-solving · People skills · Enthusiasm.

Cover letter

Santiago Márquez de Prado

I am a **graphic designer** focused on **digital design, UX/UI and visual communication**, specialised in **applying artificial intelligence to creation and production**.
Throughout my career I have worked on graphic design, web and app (UX and UI), branding and digital content projects, combining **creativity with technical execution**.

I am especially interested in everything related to **visual communication** applied to digital environments and in **improving the user experience (UX/UI)**.

I currently work at **Sinergia FP** as a **Senior Graphic Designer**, building AI into the whole creative process: **video creation and editing and motion graphics**, creatives for **paid media campaigns**, mailings, newsletters and **HTML templates**, visual identity and **process automation**. The final decision is always human: I direct the process, select, review and correct until the piece meets the objective and the brand.

Previously, at **TECH Universidad**, I worked on **video editing with motion graphics, online course design** from a **UX/UI perspective, mailing campaigns** aimed at conversion and user acquisition, and **process automation using artificial intelligence** for content production.

At **Grupo IMm** I was **head of the design area**, developing **visual identity, social media content, a website focused on user experience** and materials for **consulting and training projects**.

I have also worked in environments such as **Hogarth Worldwide (WPP)**, taking part in **projects for brands such as Movistar, Toyota, Coca-Cola, NTT DATA and Nestlé**, among others, which helped me understand **how design is applied within demanding professional structures**.

I also had the opportunity to learn first-hand how to **observe the real results** of the research carried out when **building apps for corporate training events for companies such as PwC, KPMG, Deloitte and Prosegur**, among others.

My way of working combines **visual judgement and technology**: I use artificial intelligence to explore concepts, generate assets and speed up production, but also to **rethink how certain processes are solved** —templates, reusable workflows and repetitive tasks that no longer take up time. AI extends what I can produce; **the direction and judgement are still mine**.

I see myself as a **creative, solution-oriented and adaptable** person, interested in **continuing to grow in projects where design plays a real role** in communication and business.

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