

Yaiza Ibáñez

Visual Designer

I'm a designer specializing in **branding and visual communication**, with experience in **graphic design**, **video production, photography, AI generation, digital product**, and **marketing**. My integrated approach allows me to develop strong visual identities and creative strategies aligned with each project's goals. I'm passionate about **innovation** and continuous learning, applying new technologies and trends to optimize **visual impact and user experience.**

Contact

+34 685 888 459

yaizakimbao@gmail.com

LinkedIn

Portfolio

Software

Adobe Photoshop ●●●●●

Adobe Indesign ●●●●●

Adobe Premiere ●●●●

Adobe After Effects ●●●●●

Adobe Illustrator ●●●●●

Chat GPT, Gemini, Claude Code ●●●●●

Figma ●●●●●

Skils

- Graphic Design
- RRSS: Instagram, Tiktok, Linkedin
- Animation
- · Video Editing
- Digital Marketing
- SEO & SEM
- AI
- Ad Campaign Management
- HTML
- UX/UI

Languages

Spanich ●●●●● Native

English ●●●● B2

Italian ●●●● B2

Valencian ●●● B1

Experience

Communications Technician | Mancomunidad del Interior Tierra del Vino | February 2026 - Present

Graphic design · Video production for social channels · Poster and presentation design · Campaign ideation · SEO & SEM campaigns · Newsletter design · Marketing

🔗 Tierra Bobal | Instagram

Creative Communications Strategist | Versión Digital | June 2025 – March 2026

Design and management of campaigns across social media and physical environments · Strategy and creativity · Design in Figma and Adobe · Video and motion graphics · On-camera community management

🔗 Instagram

Data Driven Designer | VML The Cocktail | October 2024 – March 2025

Design of paid and organic campaigns · Social media strategy · UX/UI and animated graphic pieces · Collaboration with UX, SEO, and Data teams for consistency and effectiveness

👩‍💻 Main brands: Club Bayer, Farline y Welnia
🔗 VML The Cocktail - LinkedIn

Graphic Designer, Marketing & Communications | Alegre Design | March 2024 - August 2024

Graphic design · Art direction · Creation of visual and animated pieces · Campaigns with SEO, SEM, and analytics

👩‍💻 See projects at: Web Alegre Design | Instagram | LinkedIn

Graphic Design Intern | Globaldit | November 2022 – March 2023

Graphic design · Printing · 3D design

Creative Projects

KIMBAO 999 | September 2025 – Present

Personal project customizing clothing garments, shared on social media

🔗 Instagram

HEAD BUTT BARCELONA | March 2026 - Present

Art direction, design, and strategy for a vintage football jersey store in Barcelona

🔗 Instagram

Education

FEMPA | Certificate in Digital Change Agents Training Program

October 2025 – December 2026

Barreira Arte + Diseño | Master's in Graphic Design, Creativity and Communication

October 2023 – October 2024

Universitat Politècnica de València | Bachelor's Degree in Design and Creative Technologies

September 2019 – July 2023

Accademia di Belle Arti di Palermo | Corso in Exhibition Design

Erasmus – September 2021 – June 2022