

CAMILA DAZA (MA)

GRAPHIC DESIGNER + VISUAL STORYTELLER + CREATIVE

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Creative Designer and Visual Communicator with a background in film, television, and digital media. With an MA in Writing from the University of Warwick, I bring a narrative-driven approach to every project. I believe that strong design begins with meaningful storytelling. I'm drawn to creative challenges that merge identity, clarity, and emotion, and I'm always seeking opportunities that push my perspective and expand my craft through thoughtful, purpose-led design.

EDUCATION

MA in Writing

The University of Warwick
(Oct 2023 – Jan 2025)

BA in Audiovisual and Multimedia Communication,

Universidad de la Sabana
(Sept 2014 – Sept 2019)

UX Design Professional Certificate

Google
(2020)

UI Design and Figma

Platzi
(2020)

Brand Identity and Logo Design

Domestika
(2025)

SKILLS

Hard Skills

Digital design
Concept creation
Creative storytelling
Presentation design
Strategic communications
Brand management
Art direction
Design thinking
Collaborative design
UX/UI Design systems
Illustration

Soft Skills

Problem solver
Team player
Communications liaison
Time management
Detail oriented

Software

Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Adobe XD
Figma
Procreate
Microsoft 365

Languages

Spanish (native)
English (Professional)

EXPERIENCE

Graphic Designer

Freelance (Jan 2025 – Present)

- Designed a corporate pitch deck for Radical Recruiters, visually communicating the brand's bold and authentic identity while maintaining a polished, professional tone tailored to major potential partners and investors, including John Lewis.
- Developed the complete brand identity for Tierra Santa Coffee from concept to execution, including logo design, visual language, and packaging design, helping to successfully launch the business, boost early sales, and support its entry into international markets.

Writer and Graphic Designer

Studio 375 (Sept 2021 – Oct 2023)

- Developed 7 original film/series stories and designed high-impact sales decks in Photoshop, translating the essence, value proposition, and look and feel of each project into visually compelling presentations.
- Crafted strategic proposals aligned with client goals, driving content acquisition, investor interest, and securing funding negotiations for 4 projects worth over £3 million.

UX/UI Design Consultant

Freelance/Being Cloud Group (May-June 2024)

- Conducted a UX/UI audit across 10+ digital interfaces, refining visual hierarchy, information architecture, accessibility, optimising the design system's colour theory, typography, and spacing for a 25% improvement in design and brand identity consistency.
- Delivered 22+ actionable recommendations on inclusive design, interaction patterns, and accessibility enhancements for a 30% increase in user engagement and improved functionality in A/B testing.

Graphic Designer and Video Editor

Arrebol (Jan - Aug 2023)

- Led creative strategy for 2 major accounts, designing 200+ multimedia assets across social media, motion graphics, and digital campaigns.
- Leveraged visual storytelling and brand strategy to drive a 25% engagement increase for one client and secured the first 5 clients within a month for another.

Audiovisual Content Creator

ToyCantando (Oct - Dec 2021)

- Designed and delivered 50+ marketing assets across social, print, and digital platforms, ensuring brand consistency in advertising and promotional materials. Utilised Photoshop, After Effects, and Premiere to create high-impact digital ads, driving 30% engagement growth and expanding audience reach by 20%.

Film Production Assistant

Dynamo Productions (Aug 2019 - Sept 2021)

- Supported 5 major productions for clients like Sony and Netflix, ensuring smooth execution across pre-production, filming, post-production, and marketing, contributing to timely project completion and successful launches.
- Designed visually intuitive infographics, streamlining the onboarding process for 100+ crew members and improving operational efficiency.

Camila Daza.