



borja castropol

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experience

Design Lead, Club America Touroperator

2018 - present

Design Lead for the Marketing team. Product and UX design to create a better user experience across our website. Creation of a design system used throughout all of the company's products.

Graphic Design, freelance

2013 - present

Design and communication works for brands and businesses. Both web and print design.

Marketing Designer, El Sol Grupo Real Estate Consulting

2018

Sole branding and web designer in the real estate marketing team.

education

CertHE / HNC in Graphic and Web Design, Emilio Alarcos Gijón (Spain)

2016 - 2018

Certificate of Higher Education with Honors in Graphic and Web Design, Técnico Superior en Diseño y Edición de Publicaciones Impresas y Multimedia.

B.A. in English Studies, Universidad de Oviedo (Spain)

2016 - 2018

B.A. in English Studies with a minor in Communication Science.

skills

User research
Usability testing
Communication and copywriting
Visual design
Content strategy
Digital Marketing
HTML and CSS
Calligraphy and lettering

English Proficiency
Spanish Native

tools

Illustrator
Photoshop
Adobe XD
Figma
Invision
Sketch
WordPress
Webflow
InDesign
After Effects
Premiere Pro