Carlos Andrade

Senior Graphic Artist, Motion Designer & Illustrator

Creative professional with 20+ years of experience in motion design, visual communication, branding, and digital content creation. Skilled at solving complex visual challenges, mentoring teams, and developing high-impact marketing and product design assets. Strong collaborator with strategic mindset and up-to-date command of new tools and production workflows.

Bilingual (Spanish/English).

20+ years of experience

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Work Experience

Freelance Graphic & Motion Designer | 2024 - Present
Remote / International Clients

- Delivered motion graphics, branded content, and design solutions for diverse client base
- Developing visual storytelling assets for diverse industries utilizing AI-enhanced workflows and modern design tools
- Improved client workflow efficiency by standardizing project templates and deliverables

Senior Graphic and Motion Designer | 2022 - 2024
Gamelearn | Video games for professional training | Pozuelo, Spain

- Produced motion graphics and visual assets for video games, ads, and trailers, increasing user engagement by 20%
- Designed 2D/3D characters and scenes, elevating the impact of marketing materials
- Mentored junior designers and introduced new file-sharing system, boosting team productivity by 15%

Corporate Image Manager | 2018 - 2021
GOALSYSTEMS | Spanish Software Company, Madrid, Spain

- Led full rebrand including video promos, UI/UX models, iconography, and marketing assets
- Contributed to 30% increase in web traffic and 15% improvement in brand recognition
- Managed creative team and fostered culture of collaboration and innovation

Assistant Art Director | 2016 - 2017
E11EVEN miami | Entertainment Company, Miami FL, USA

- Designed high-impact advertising for events, contributing to 25% increase in attendance
- Produced weekly digital newsletters and coordinated with artists in fast-paced environment

Graphic Designer | 2007 - 2016
GOALSYSTEMS | Spanish Software Company, Madrid, Spain

- Led development of renewed corporate identity applied across web, video, booths, and print
- Created cohesive visual systems used consistently across all company materials

Entrepreneur / Designer | 2001 - 2007
California, USA

- Founded and ran two graphic design studios, providing branding, advertising, layout, and print production
- Delivered large-format graphics, silkscreen printing, vehicle graphics, photography, and illustrations

Skills Summary

Graphic Design
Layout, branding, marketing campaigns (Illustrator, Photoshop, PowerPoint)
Motion Design
Storytelling, 2D animation, basic 3D (After Effects, Blender)
Illustration & Character Design
Digital and print media (Photoshop)
Photography & Production
Photo editing, AI-assisted workflows, print-ready files
UX/UI & Iconography
Wireframes, mockups, icon systems (Illustrator, Sketch)
Leadership & Teamwork
Mentoring, creative direction, project coordination
Web Design
Landing pages and websites (Dreamweaver, WordPress, HTML/CSS)

Education

Bachelor of Creative Arts **Major on Visual Communication Design** 1997 – 2001

UNIVERSIDAD DE GUADALAJARA – University Campus for Art, Architecture and Design (CUAAD)