



FelipeMG

Felipe Moreno Guajardo

Madrid, Spain

felipemguajardo.net

felipe.dutty@gmail.com

[LinkedIn](#)

[Instagram](#)

Multidisciplinary visual designer with over 15 years of experience in graphic design, visual identity, digital product, and art direction.

I'm interested in design that not only works, but also communicates and moves people.

I've collaborated with brands, studios, and production companies on projects ranging from visual systems and motion graphics to design education and digital experience direction.

Work Experience

Freelance Visual Designer

Apr 2024 – Present · Madrid

Collaboration with studios and clients mainly in the development of visual identities. Research and creation of logos and brand animations for industries such as water treatment, food, social media, and television. Strengthened visual narratives across projects with diverse audiences and styles. Leveraged generative AI tools to design and illustrate promotional imagery for mall events, optimizing creative workflows and delivering high-quality visual assets.

Video Editor – Design Graduate

Feb 2024 – Nov 2024 · Madrid

Edited and post-produced online courses in digital design with the Instituto Tramontana team. Contributed visual consistency and narrative rhythm to over twenty episodes, integrating motion graphics and sound to enhance the learning experience.

Senior Digital Product Designer – Goal Systems

Nov 2020 – Nov 2022 · Madrid (hybrid)

Product, UX, and UI design for international railway planning software, including integration with the SNCB / NMBS network (Belgium).

Developed an internal design system and documented its components in an accessible platform for the entire company. The product was deployed across Europe and Latin America, strengthening visual consistency and improving operational efficiency.

Design Instructor – Instituto Tramontana

Sept 2020 – Jan 2021 · Madrid

Instructor for the Professional Introduction to Interaction Design Program.

Taught color, typography, and composition through a practical and theoretical approach, helping students build a strong foundation for digital product design.

Visual Designer – Gigigo Group / Econocom Spain

Apr 2014 – Nov 2019 · Madrid

Visual and product design for B2B and B2C projects with major brands.

Worked on concept development, prototyping, and creation of mobile apps, websites, and presentation materials.

This was a key stage in my career, transitioning from graphic to product design and integrating motion, visual identity, and user experience.

Independent Studio – Duttyfree

2004 – 2013 · Madrid

Freelance practice and personal studio focused on digital design, branding, editorial, and animation projects.

Highlights

– **TalentTools** (2013–2014): Animation and development of e-learning courses and WordPress sites.

– **IntegralCom** (2010–2013): Art direction, web design, and campaigns for BBVA, tech festivals, and media.

– **MasideasPunto** (2006–2010): Global design for retail franchises and front-end development (HTML, CSS, Flash).

– **Extrema Sistemas** (2003–2009): Web and corporate design for BBVA Switzerland and the Cabildo of Tenerife.

– **Pasodezebra** (2005–2006): Editorial design, layout, and production of institutional books for the Madrid City Council / EMV, including Eco-Valle. Hacia un nuevo espacio público, Eco-barrios en Europa, Guía de vegetación para ambientes urbanos, and Estrategia Eco-Valle.

– **Comuniland** (2004): Book layout and editorial production.

Education

Escuela de Artes y Oficios Fernando Estévez

Advertising Design

Escuela Trazos

Usability Course (2013–2014)

Instituto Tramontana

Design Operations (Nov 2022)

Languages

Spanish (native)

English (intermediate–advanced)

Tools

Figma · Adobe Creative Suite · Sketch ·

Principle · Zeplin · Jira · WordPress · Notion ·

ChatGPT

Skills

Hard skills

Visual identity · UX / UI · Motion design · Interactive prototyping · Colorimetry · Editorial design · Technical documentation (Zeroheight) · HTML / CSS · Benchmarking · Research

Soft skills

Collaboration with developers · Translating between visual and technical teams · Active curiosity for new tools and methods · Resilience · Adaptability to change · Project management · Multidisciplinary teamwork