



NATALIA VIVIANI

Senior Graphic Designer

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-  Barcelona | Spain

ABOUT

Senior Graphic Designer with 20 years of experience creating compelling visual narratives for B2B and B2C brands across digital and print environments. My work spans branding, editorial design, marketing campaigns, packaging, and web content, combining strategic thinking with strong visual storytelling.

I have extensive experience working in wellness, pharmaceutical, and beauty/cosmetics industries, developing brand identities, product launches, packaging systems, and multi-channel marketing campaigns aligned with regulated and consumer-focused markets.

Based in Barcelona with authorization to work in Spain, I have worked in agencies, in-house teams and freelance projects, developing materials across multiple formats — including websites, landing pages, presentations, email marketing, social media, magazines, catalogues, packaging and large-scale campaigns.

Over the past year, I have actively integrated AI-assisted creative workflows using tools such as ChatGPT, Midjourney, Firefly, Freepik AI, and Nano Banana to accelerate concept development, streamline production processes, and expand creative possibilities. Currently enrolled in the “Máster en IA Generativa para Creativos” by Founderz AI Business School in collaboration with Microsoft.

I also have a background in performing arts, which reinforces my design approach through storytelling, empathy, communication, and audience understanding. I'm passionate about storytelling, art, culture and human behaviour, and I'm always looking for new ways to grow both personally and professionally.

CORE SKILLS

- Graphic Design
- Digital & Print Design
- Branding & Visual Identity
- Packaging Design
- Editorial Design
- Marketing Campaigns
- Web & Landing Page Design
- Infographics
- Social Media Design
- Art Direction
- Amazon A+ Content
- Creative Concept Development
- AI-Assisted Design Workflow

TOOLS

- Photoshop
- Illustrator
- InDesign
- Figma
- Premiere
- ChatGPT
- Midjourney
- Firefly
- Magnific AI
- Nano Banana
- Asana / Trello
- Notion / Miro

WORK EXPERIENCE

SENIOR BRAND AND DIGITAL DESIGNER

Glow Natural Wellness — Women's Health & Wellness Company

May 2025 — April 2026 | United States | Remote

- Visual development across all brand touchpoints, ensuring cohesive visual identity across digital and print materials
- Designed website pages, landing pages, infographics, social media assets and packaging materials
- Created full product launch campaigns including email marketing, product inserts, banners and promotional assets
- Implemented brand presence on Amazon Storefront with Premium A+ Content and product page structures
- Developed wireframes and UX structure for product pages and website flows
- Created packaging and launch materials for *The Balmb - Joint Relief Cream*
- Developed infographics for *RootCause - Hair Serum launch*
- Created *Ignition Nutrition* brand identity targeting male audience
- Designed supplement packaging line for *Ignition Nutrition*
- Integrated AI tools into creative workflows and campaign development
- Optimized creative workflows and asset organization processes to improve delivery efficiency and cross-team collaboration.

SENIOR GRAPHIC AND DIGITAL DESIGNER

EDT & Partners — Global Consulting Firm in Education

2024-2025 | Spain | Remote

- Responsible for visual consistency across all digital and print materials
- Designed presentations, infographics and marketing assets
- Developed website layouts and visual components
- Creation, editing, and animation of audiovisual content for social media (Instagram and LinkedIn), optimizing assets for digital environments.
- Supported UX/UI structure for digital materials

LEAD CAMPAIGN DESIGNER - JANSSEN

Pixit Advertising Agency — Pharma & Healthcare Clients (Janssen) | 2021-2024 | Brazil | Remote

- Lead designer responsible for Janssen Brazil and LATAM campaigns
- Developed large-scale pharmaceutical marketing materials
- Designed landing pages, email marketing and campaign visuals
- Created UX/UI wireframes and navigation flows
- Produced digital and print assets for multi-market campaigns
- Coordinated project deliveries and creative execution
- Integrated AI tools such as Midjourney for visual concept exploration

DESIGNER — FREELANCE

2012 — 2021

Developed branding, editorial and marketing materials for clients across finance, retail, education and corporate sectors.
Notable clients: Itaú, Bradesco, B3, Vivara, C&A, AES, Instituto Ayrton Senna

MARKETING DESIGN LEAD

Amend Cosméticos — Hair Care & Cosmetics Company | 2009 — 2012 | Brazil

- Led creative direction for advertising campaigns
- Designed packaging and product launch materials
- Coordinated production teams including photographers and stylists
- Created trade show stands and promotional materials
- Developed brand visual strategy for new product lines

EDITORIAL DESIGNER

Editora Abril — Magazine Publishing Company — Claudia Magazine | 2006 — 2008 | Brazil

- Designed editorial layouts and magazine sections
- Collaborated with editorial and photography teams
- Developed typography hierarchy and visual structure
- Produced layouts for beauty and lifestyle content

JUNIOR MOTION DESIGNER

Media Rights — Video Production Agency | 2005 — 2006 | Brazil

- Created mobile video content
- Designed motion graphics assets

CREATIVE & PERFORMANCE BACKGROUND

Equipe Flávia Garrafa — Performing Arts Education Company | 2013 — 2022 | Brazil

Actress, director and acting teacher with over 10 years of experience in storytelling, communication and audience engagement.
This background strengthens my design approach through narrative thinking, empathy and creative direction.

- Taught more than 600 students
- Wrote over 15 theatre plays and one short film
- Directed performances and visual campaigns
- Managed creative content for social media

EDUCATION

2026 (ongoing)	2005 - 2008	2011 - 2014
MÁSTER EN IA GENERATIVA PARA CREATIVOS	GRAPHIC DESIGN	PERFORMING ARTS
Founderz AI Business School + Microsoft	Mackenzie University	INDAC Acting School

COURSES

UX/UI DESIGN
PACKAGING DESIGN
TYPOGRAPHY
MOTION DESIGN

LANGUAGES

PORTUGUESE — NATIVE
ENGLISH
SPANISH