



Hello! I'm Lucía. I'm 33 years old and reside in Valencia. My greatest passion in life is drawing. I have spent the majority of my professional career in startups, where I've worked as a graphic designer, 2D animator, and illustrator. I even had my own animation company at one point 🥰.

Recently, I've been working as a freelance artist, offering services in motion graphics, illustration, and design to various companies.

I am currently seeking new employment opportunities where I can further enhance my skills and continue my professional growth ❤️.

* illustration * design * motion graphics *

WORK

FREELANCE

Design, illustration & motion graphics 2021-2023

Barret- (*Documentary producer*)
Motion Graphics, illustration & design.

- ✧ 2D Animation for audiovisual productions. such as documentaries. Animated stories, descriptive videos...
- ∩ Branding design & animated logos
- ✧ Illustration for podcast chapters as cover on spotify
- ↳ Photo editing
- ∩ Diseño de material RRSS (infografías, video templates...)

Edem- (*business school*) Motion Graphics, illustration, graphic design.

- ✧ Animated pieces for events for big format screen and adaptation to different formats.
- ∩ Large format physical signage design.

Connex- (*Marketing agency*)
Motion Graphics, graphic design.

- ✧ Animated graphics for marketing videos.
- ∩ Icon design & vector patterns.
- ✧ Design and adaptations of marketing material.

Brand identity, graphic design.
(*Mercadona, COSMOS, agencia La Digital, Sinergya Fitness...*)

Design and launch of collections, own products and self-publishing of projects.

Custom illustrations on demand. Children's book illustration.

PANAPOP

(*Fashion accessories brand*) Head of design -2019 - 2020-

- ↳ Visual design of marketing campaigns and adaptations
- ✧ Design strategy for SSMM
- ∩ Art direction, organization of photo shootings, photo editing and product photography.
- ∩ Brand and licensed product design (Warner Bros, Harry Potter, Peanuts...) Technical sheets for prototyping and mass production.
- ✧ Contact with different stakeholders (license management, suppliers...)

MUFUBUFU

(*Motion graphics startup*) Co-founder & CEO -2017 - 2020-

- ↳ Branding, MVP creation, business launch.
- ↳ Ideation, design, execution and automation of processes for launching the final product.
- ✧ Web design and management and internal
- ∩ Art direction in projects and photoshooting, photo editing.
- ↳ Design strategies and management of campaigns marketing (FB ads) and social media
- ✧ Team management, customer contact, plan growth, presentations and project pitch...

PAY-IN

(*Payment platform*) Graphic & UX design -2016 - 2017-

- ✧ Mobile app design, presentations and printables, web content and RRSS.

FRIENDKHANA

(*SaaS B2B marketing*) Graphic & UX design -2015 - 2016-

- ∩ Web platform interface design, presentations, motion graphics, personalized proposals to clients.

EDUCATION

2009~2014
bachelor
of Fine Arts
UPV

2014
Design
fundamentals
course
UPV

2014
Illustration
fundamentals
course
UPV

2015 ~2016
Advanced
illustration
MÁSTER
ESAT

2020
Cinema 4-D
DOMÉSTIKA

software

- Photoshop
- Illustrator
- After Effects
- Indesign
- Premiere
- Encoder
- Procreate
- Figma
- Wordpress
- Elementor
- Mailchimp
- FB Ads
- Shopify
- Etsy

languages

- English- medium - high
- Native spanish

online profiles

📷 lugarridoillustration
mufubufu
criaturalsexquisitas

👤 Lucía Garrido
📺 mufubufu
🌐 lugarrido.com
🎬 animation reel
👤 Bê Lu Garrido

PORTFOLIO

CONTACT

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