

# Miguel Barrero

DIGITAL CREATIVE DESIGNER AND ART DIRECTOR



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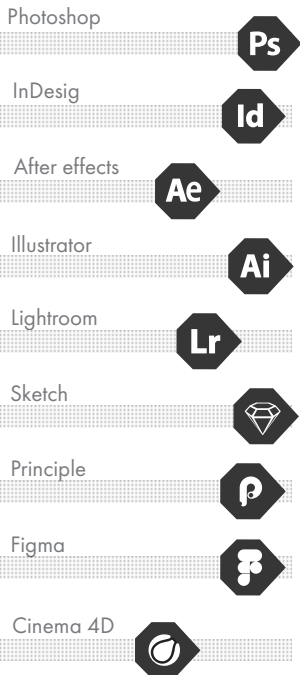
## LANGUAGES

90%  
English

85%  
German

100%  
Spanish

## SOFTWARE KNOWLEDGE



## EXTRA KNOWLEDGE

- Professional photography knowledge and equipment.
- Creative advertising course with Carlos Navarro, Madrid (Spain).
- Art direction course with Eric Dover, Madrid (Spain).

## STUDIES

**User Experience Designer degree**  
Careerfoundry,  
Berlin (Germany)

**Graphic design/Advertising degree**  
Willem de Kooning Academie,  
Rotterdam (Netherlands)

**Advertising Art Director degree**  
IED (Istituto europeo di design),  
Madrid (Spain)

**Photography degree**  
Angel de Saavedra institute,  
Córdoba (Spain)

## EXPERIENCE

- Mentor und Tutor UX/UI Design (freelance), CareerFoundry, Berlin (Germany).**  
Ux and UI design Mentor and Tutor for this renowned online school where I teach, perform personalized tutorials and motivate students online from all over Europe.
- UX/UI Designer (freelance), WE DO agency.** Creative direction of different digital projects applying user research techniques, market research analysis, conceptualization and as well as the final design of their digital products. These techniques include interviews, sitemaps, wireframes, user flows, prototyping, and interface design. The projects have been carried out for clients: **Opferhilfe Berlin e.V.**, **Caritas Germany**, **German Federal Association of Energy and Climate Protection Agencies (EAD)** und **Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety)**.
- UX/UI Designer (freelance), Tenetrio.** Insect-base dog food online shop.  
Creative direction applying UX/UI Design techniques that involve User research, market analysis, conceptualization, branding and Interface design.
- UX/UI Designer (freelance), Lehrermarktplatz.** Online teaching material sharing platform.  
Creative direction applying UX/UI Design techniques that involve User research, market analysis, conceptualization, branding and Interface design.
- UX/UI Designer (freelance), Tribo.** Project management web app.  
Creative direction applying UX/UI Design techniques that involve User research, market analysis, conceptualization, branding and Interface design.
- Art Director Heimat, Berlin (Germany)**  
Direct the creative process of projects with management complexity that involve filming, shooting, 3D direction and post-production. Conception, art direction and design for 360° advertising campaigns including TV commercials, print and digital media such as website, app, print, etc and for clients like **BVR**, **Coca-Cola Company** and **Kaufland**.
- Junior Art Director Serviceplan, Berlin (Germany)**  
Management of creative advertising campaigns for print, television and digital media. Conception, art direction and design among other responsibilities for clients such as **Minijob-Zentrale**, **DVW (German driving association)**, **Reporter ohne Grenzen** and **Deutsche Bahn**.
- Junior Art Director DDB Tribal, Berlin (Germany)**  
Creation of creative projects, art direction, visualization and creation of advertising campaign for print, television and digital media and for clients such as: **Ikea**, **Bosch**, **Bunte**, **Volkswagen** and **Jules Mumm**.
- Internship in Art Direction Scholz & Friends, Berlin (Germany)**  
Conceptualization, construction of motifs, learning process of the creative direction of the projects.
- Photo lab technician Coprodi, Córdoba (Spain)**  
Photography technics, photography retouching, layouts design, etc.