



## ESTHER SEVA

UX & Visual Designer

- Digital & print design
- UX & UI design
- Email marketing
- Video
- Branding
- Illustration
- Photography

## SKILLS

Photoshop Illustrator

Premiere Pro Figma

HTML5 After Effects

Procreate CSS3

InDesign AdobeXD

## LANGUAGES

**English** • Proficient  
Cambridge ESOL C1  
Grade A

**Spanish** • Native

**Valencian** • Native

## ABOUT ME

Hello there! My name is Esther but everyone around here calls me CARRY. Finding **balance between aesthetics and functionality** is what I strive for. It is my job to adapt to each project and provide top quality results in the most efficient way possible, not without a spark of quirkiness!



## EDUCATION

### Digital Accessibility Foundations Certificate

W3C | 2024

### UX Design Professional Certificate

Google | 2024

### BA Graphic Design

E.A.S.D.A. Spain | 2012-2017

Erasmus+ | Cardiff Metropolitan University | 2015

## EXPERIENCE

Learn more about my professional journey and career.



### Graphic Designer (full-time)

MoYou London | Feb 2016 – May 2024

Leading e-commerce company in stamping nail-art and gel strips.

• **DIGITAL DESIGN:** photography and image edition, social media, ads, banners, digital assets.



## CONTACT ME



www.carrythecarrot.co.uk



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- **ILLUSTRATION:** plates, gel strips, pinups.
- **PRINT DESIGN:** stamping plates, gel nail strips, packaging.
- **VIDEO & MOTION GRAPHICS:** tutorials, social and promotional material.
- **EMAIL MARKETING:** Klaviyo, segmentation, automations, newsletter campaigns, forms, etc.
- **WEBMASTER:** Shopify, theme updates and maintenance, page template design, collections, basic code edits, UX design, SEO, copywriting, product upload, sales, and app management.
- **LICENSING:** Universal Studios, Warner Bros, CloudCo, Bulldog Licensing.



### Graphic Designer (full-time)

Sleep No More | Jun 2017 – Oct 2023

Trendy e-commerce children clothing store.

- **DIGITAL DESIGN:** photography and image edition, social media, ads, banners, product mockups, digital assets.
- **PRINT DESIGN:** textile pattern design and illustration.
- **EMAIL MARKETING:** Mailchimp, newsletter campaigns.
- **VIDEO & MOTION GRAPHICS:** promotional ads.
- **WEBMASTER:** Shopify, maintenance, product upload, sales.



### Graphic Designer (freelance)

Oro Rojo Comunicación | Dec 2018 – Aug 2021

Marketing agency specialized in the food industry.

- **DIGITAL DESIGN:** newsletters, photography.
- **VIDEO & MOTION GRAPHICS:** interviews, Youtube videos.

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