



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

Hola, I am the design technician in charge of CARROT Visual Design Lab! **Finding balance between aesthetics and functionality is what I strive for.** Researching, testing, optimising and perfecting to achieve intuitive designs with flawless graphics. It is my job to adapt to each project and provide excellent results that communicate your message effectively.



EDUCATION

LinkedIn Learning courses

Advanced Font Techniques, GREP, Using AI for UX Design and Research.

Adobe Professional Certificates

Illustrator | 2024

InDesign | 2025

Photoshop | coming soon

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

CONTACT ME

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 carry.the.carrot.design@gmail.com

 7510991487

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Hire Me!



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EXPERIENCE

Learn more about my professional journey and career.



Graphic Designer (contract)

Places for People | Sep 2024 - Jun 2025

UK's leading social enterprise.

- **DIGITAL DESIGN:** social media, sales and marketing collateral, presentations, editorial reports, Bynder Studio templates, etc.
- **PRINT DESIGN:** editorial reports, brochures, booklets, posters, site plans, promotional material, etc.
- **BRANDING:** Drive to Thrive, rebrand support.
- **VIDEO:** storyboarding.



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.
- **ILLUSTRATION:** plates, gel strips, pinups.
- **PRINT DESIGN:** stamping plates, gel nail strips, packaging.
- **VIDEO & MOTION GRAPHICS:** tutorials, social and promo 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, etc.

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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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