



Camila Escat

Senior Digital Designer

About me: camilaescat.com/about

Email
hello@camilaescat.com

Website
<http://camilaescat.com>

Socials

Instagram
[@camescat](https://www.instagram.com/camescat)

LinkedIn
[camilaescat](https://www.linkedin.com/company/camilaescat)

Languages

Spanish
Native

English
Bilingual

Dutch
B1 level

Experience

● Present Remote

Visual designer
camilaescat.com

Freelance visual designer for UX UI prototyping, digital design, art direction, marketing campaigns, e-commerce and branding projects. For availability reach out to hello@camilaescat.com

● 2024 Amsterdam

Senior Digital Designer
Kellerman Advertising

Kellerman is an advertising agency with a roster of more than 30 clients in the Netherlands and beyond. To name some of my projects, I designed merch for Heineken, collaborated in the guidelines for new Birra Moretti bars and cafés, created social media videos for AEG and display banners for Lebara.

● 2021 – 2023 Amsterdam

Senior Digital Designer
Polaroid Instant photography

As a part of the Creative Studio team, I delivered digital assets for Polaroid's website, newsletters, wholesale retailers and social media. I fully collaborated with the marketing and e-commerce teams as the lead designer for the polaroid.com website & display banner ads.

● 2018 – 2021 Amsterdam

Senior Digital Designer
Rituals Beauty & Wellbeing

I worked on concept & campaign development, studio photoshoots, motion graphics, UX, web content & social media as a part of the Agency, Rituals' creative team. I crafted ads for all marketing stages, from awareness to consideration phases and content-curated per country.

● 2014 – 2018 Manchester

Midweight graphic designer
Bert Branding agency

I opened and developed Bert's office in Madrid, working as both the remote digital designer for our UK clients and the coordinator of our new Spanish clients. I designed campaigns for clients such as Adidas, TATE Modern and EY, specialising in motion graphics designs.

● 2013 – 2014 Madrid

UX UI Designer & Chief design officer
Floqq Online learning platform

I was in charge of building brand recognition on the basis of a proper User Experience, as well as to creating and reinforcing the brand identity across all channels and devices, including Floqq's website, mobile app, social media and email newsletters.

Skills

Branding	Digital design	Motion graphics	Print / offline
Visual identity	UI/UX	Video editing	Editorial design
Creative strategy	Web, social, newsletters	2D + 3D animation	Out-of-homes
Art direction	Display ads	Social media graphics	Packaging
Toolkits and styleguides	Marketing campaigns	Postproduction	Illustration

Education

Parsons
School of Design

Strategic Design
Management
2013, New York

Istituto Europeo
di Design

Master's Degree in
Motion Graphics
2008–2009, Madrid

Istituto Europeo
di Design

Bachelor's Degree in
Graphic Design & 3D
2005–2008, Madrid

Tools



Figma
UX / UI



Photoshop
Visual design



Illustrator
Vector design



After Effects
Motion graphics



Midjourney
AI image generation



Cinema 4D
3D design



Procreate
Digital illustration



Wordpress
Website development



Smartly
Marketing ads