



## Marcelo Clarens

Graphic Designer / Program Manager  
Brands, websites, desktop & mobile apps.

Nationality: Argentina  
Date of birth: 05/01/1978

## Contact information

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## Summary

After completing my four-year design education, I have devoted over two decades to working in Graphic Design and Brand Communication.

Throughout my career, I have had the opportunity to work for various companies, design agencies, and as a freelance designer and Program Manager.

My experience has been diverse and has included designing for new brands, participating in brand positioning processes, conducting naming research and definition, creating logotypes, developing brand strategies, and even copywriting.

In recent years, I have shifted my focus towards UI/UX design and prototyping, which has allowed me to work on projects such as website design, and mobile & desktop app design.

Additionally, due to that expertise, Project Management has been one of my responsibilities for those type of projects: I have been responsible for client relations, work presentations, meeting and reports follow-up, and requirement & research.

## Objectives

- > Looking for new challenges to expand my work experience worldwide
- > Eager to develop new abilities and meet new people
- > Aiming to grow both professionally and personally

## Qualifications

- > I'm a professional with overall theoretical and software skills
- > Fluent in spoken and written English
- > Very good with interpersonal relations

## Work History

April 2021 - Present

### Digital Vision

#### UI/UX Designer / Freelance

This new approach to my career brought me the possibility of specializing in UI/UX design. So I've been designing interfaces for websites and mobile apps for this agency for the last months, using MIRO for wireframing, and Adobe Illustrator and FIGMA for designing and prototyping.

January 2020 - Present

### M78

#### Graphic Designer / Freelance

In my own design studio and freelance agency, my work aims to improve both image and brand communication for my clients. And as an art director, I'm used to working with programmers, photographers and other professionals, in order to complete all kinds of projects.

February 2019 - January 2020

### GARRA Digital Agency

#### Account Manager

I was in charge of client contact and project managing. It is mostly focused on digital projects such as mobile apps, websites and digital marketing.

October 2017 - December 2018

### LEDSA

#### Design, marketing and communication

Ledsa is a company that works mostly with renewable energy. I developed from zero the whole brand identity and manage both commercial and communication issues.

January 2011 - December 2018

### GORAN Digital Advertising

#### OOH Advertising / Brand Manager

A different step in my career. I founded an outdoor/indoor media advertising company. With my experience in brand communication and advertising, I wondered what would be like to be on the other side of the market.

2004 - 2011

### Ellecktra

#### Graphic Designer / Account Manager

A breakpoint in my career. When I entered the agency I started full time brand design. And as the years went by, I ended managing our clients brands. Short and long term projects. Some of them with working brand communication and others starting from scratch.

2000 - 2003

### Independent Design

#### Founder / Graphic Designer

Coming out from Design School, along with a classmate, we started with our own design studio. Back then, we mostly worked on logo and collateral design, and graphic design for advertising campaigns.

## Education

2001 - 2003

### Universidad Nacional de Rosario - UNR

#### National University of Rosario

Bachelor of Visual Communication Design (incomplete)

<https://fapyd.unr.edu.ar/postitulos/disenodecomunicacion-visual/>

1996 - 2000

### Escuela Superior de Diseño Gráfico - ESDG

#### School of Graphic Design

Graphic Designer

<https://www.escdedisenorosario.edu.ar/>

1990-1995

### ARICANA

English - Full Course

<https://aricana.org/>

1983- 1995

### Ntra. Sra. del Rosario de los Hermanos Maristas

#### Our Lady of the Rosary of the Marist Brothers

Elementary and High School - Mercantile Bachelor

<http://www.maristasrosario.org.ar/>

Since I started studying, for years I've attended many courses and conferences. For a couple of years, I've also given lectures in high school about the Graphic Design profession, and I have been a teacher in the second year of Design School for about a year.