



CONTACT

+41 76 289 70 40

victorpagesmelero@gmail.com

Baden, Aargau (26km from Zürich)
5400 Switzerland

AVAILABILITY & ACCESS

- Full Time
Immediate availability
- 4 Year Driving License (B)
- Residence Permit L

LANGUAGES

Spanish & Catalan: Native

English: Fluent

Italian: Fluent

German: Basic

ACADEMIC DATA

ERASMUS in Venice, Italy | Sep - Mar 23-24
Accademia di Belle Arti di Venezia

- Italian Course.
- 1st semester of the 3rd year in Graphic Design Degree.

ESDAPC Pau Gargallo

Graphic Design Degree
Sep. 2021 - Jan. 2025

Escola Montcau - La Mola

Technological High School Diploma
Sep. 2018 - Jun. 2020

PORTFOLIO WEB

www.victorpagesmelero.com

Víctor Pagès Melero

GRAPHIC DESIGNER | Communication & Corporate Image Department

CIRSA | Terrassa | November 2024 - February 2025

- Directed **corporate photo shoots** and edited visual assets for internal and external use.
- Standardized casino brand logos for internal use, defining clear space and usage formats for the Brand Center.
- Collaborated with the design and layout for the **Corporate Book 2024**, aligning it with brand and communication guidelines.
- Produced and sent **internal newsletters** in collaboration with the communications team.
- Developed **campaign branding** for key internal initiatives (Christmas, Charity Day, Valentine's Day, etc.), including digital and print collateral.
- Coordinated the **planning and production of a large-scale company event** for 800+ employees: Designed and produced event materials such as photocalls, wristbands, ID badges, signage, and invitations.
- Supported the creation of the **2024 ESG Sustainability Report**, ensuring graphic consistency and layout quality.

Collaborated daily with multiple departments, fostering a strong team-oriented environment.

GRAPHIC DESIGNER | Brand & Visual Communication Lead

CODINA | Textile Machinery | Terrassa | Since January 2023

- Developed and led the **company's brand identity and visual communication strategy**, from concept to full implementation across print and digital.
- Designed a wide range of **corporate and product materials**, including business stationery, product catalogs, exhibition graphics, and internal documentation.
- **Produced photo and video content** of textile machinery for use in marketing, product sheets, and digital platforms.
- Created **motion and promotional videos**, combining footage and graphics for use in client presentations and international fairs.
- Supported the **sales team and client interactions**, providing visual tools and representing the company at international industry events: ITMA Milan 2023, TechTextil Frankfurt 2024 and soon K Düsseldorf 2025.
- Ensured **brand consistency across all communication channels**, aligning creative output with commercial objectives.

SALES ASSOCIATE | RALPH LAUREN La Roca Village

Provided premium, multilingual customer service and handled sales operations in a high-end international retail environment.

STAFF | El Corte Inglés Sabadell

Supported in-store operations and warehouse logistics during the Christmas peak season in a fast-paced retail setting.

WAREHOUSE OPERATOR | NOVA Higiene Activa Terrassa

Executed warehouse tasks with precision, including order preparation in palets, loading/unloading trucks, and inventory restocking.

SOFTWARE PROFICIENCY:



VISUAL & DIGITAL SKILLS:

Strong background in **technical drawing**, mastering both manual and digital representation techniques. Advanced **photography and videography** skills, with a focus on product content for promotional materials, catalogs, and digital platforms. Developed and managed several product-focused **websites** and landing pages (codinatextile.com, codinabobbins.com, BOAwinder.com), ensuring a clear visual narrative aligned with brand identity.