



VICTOR PAGES MELERO

Brand & Visual Communication Designer

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📍 4058 Basel, Switzerland

CORE SKILLS

Graphic Design, Photography, Video Production, Motion Graphics, Technical Drawing, UI & Web Design

EXPERIENCE

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 company 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.
- + Daily collaboration with multiple departments, fostering a strong team-oriented environment.

Brand & Visual Communication Lead

CODINA 📄 | 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.

EDUCATION

ESDAPC Pau Gargallo | Accademia di Belle Arti di Venezia
Graphic Design Degree | ERASMUS in Venice, Italy

Escola Montcau - La Mola
Technological High School Diploma

Escola PIA Sabadell
Compulsory Secondary Education (ESO)

AVAILABILITY

Full Time

Immediate availability

L Residence Suiss Permit

Driving License B
(4 Years)

LANGUAGES

Spanish	Native
Catalan	Native
English	Professional C1
Italian	Fluent B2
German	Basic A2

TECHNICAL SKILLS



Adobe
Photoshop
★★★★☆



Adobe
Lightroom
★★★★☆



Adobe
Illustrator
★★★★★



Adobe
InDesign
★★★★☆



Adobe
Premiere Pro
★★★★☆



Adobe
After Effects
★★★★☆



Capcut
★★★★☆



Figma
★★★★☆



Hostinger
★★★★☆



Autodesk
AutoCAD
★★★★☆



SketchUp
★★★★☆



SolidWorks
★★★★☆

PORTFOLIO:



www.victorpagesmelero.com