



VICTOR PAGES MELERO

Brand & Visual Communication Designer

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📍 4058 Basel, Switzerland

CORE SKILLS

Graphic Design, Photography, Video Production, 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 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
Graphic Design Degree

Accademia di Belle Arti di Venezia
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 Swiss 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



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