



DANIEL GOMEZ HERNANDEZ



GRAPHIC & WEB DESIGNER,
VISUAL ARTIST, BILINGUAL
CREATIVE COPYWRITER

[Portfolio: CREATIVE BRIEF](#)



[Extended Portfolio](#)

[More info and extras](#)

ABOUT ME

I'm a **Graphic Designer** and Visual Artist with more than 20 years of experience working with international brands and remote projects under the name of my brand **Portela Graphics**. Expert in **Adobe Suite, Canva, Affinity by Canva, Editorial Design, Logo Design and Branding, Web Design in WordPress, Elementor, WooCommerce, UI/UX Design, Figma**, visual content for **social media** including AI tools such as **Freepik AI Suite, Midjourney, Gemini**. **Bilingual creative Copywriter** (Spanish/English) with a strong foundation in **SEO**, storytelling, and brand communication. **Interior Design** Diploma. Passionate about non-stop learning and creating impactful graphic and writing solutions that enhance brand identity.

SKILLS

Graphic Design and Visual Arts



Copywriting, SEO oriented, creative content



Web Design, UI/UX



Photography & Retouching



Illustration & Drawing



AI visual tools for content creation



CONTACT

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Madrid, Spain

EDUCATION

● Technological Institute ITC Mexico, 1997-2000

- Bachelor of Graphic Design and Visual Arts

● Redactium, 2025

- Copywriting Certification, as a Recommended Redactor with a high score in spelling, content enrichment, SEO-oriented writing, and overall efficiency

● Ministry of Government's Culture of Guadalajara, Mexico. 2017

- Certified in Business Management for Cultural Business, Marketing and Social Networks.

● Master-D Madrid, 2019-2021

- Diploma in Interior Design and Decoration

EXPERIENCE

● Senior Graphic Designer

GAYPV Magazine | Jun 2013 - present

- Print/online Magazine's art and Graphic Design, Editorial design and Copywriting, Website visuals and writing content, web edition with WordPress, visuals for Social Media, Newsletters campaigns.

Portela Graphics (freelance) | 2003 - present

- Developed graphic design, copywriting and visual content for clients in diverse industries.

● Graphic Designer & Copywriter

Dare Publicidad Mexico | 1999 - 2003

- Developed graphic design, copywriting and visual content for clients in diverse industries.

LANGUAGES

- **Spanish** (Native), **English** (Advanced conversational and written C1), **French** A2