

CONTACT

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SKILLS AND TOOLS

GRAPHIC DESIGN

Photoshop, Illustrator, InDesign

UX/UI

Figma, usability, interface design and prototyping

ARTIFICIAL INTELLIGENCE

Image and video generation, automation

WEB DESIGN

Custom websites, WordPress, PrestaShop

DIGITAL MARKETING

SEO, SEM/PPC, Social Ads

AUDIOVISUAL

After Effects, Premiere, photography, music

OTHER

3D, web accessibility (WCAG)

LANGUAGES

Spanish
Native

English
Intermediate

Valencian
Intermediate

CARLOS PARDO CARPIO

SENIOR DESIGNER · DIGITAL DESIGN · AI · UX/UI

PROFESSIONAL PROFILE

Senior designer with over 25 years of experience in graphic design, visual communication and digital environments, working on projects both in-house and as a freelancer.

My background combines graphic design, brand identity, web design, user experience and digital marketing. In recent years I have brought artificial intelligence into my creative and production processes, exploring new tools and new ways of developing visual and digital solutions.

I bring a cross-disciplinary view of design, the ability to take projects from start to finish, autonomy and an easy fit in multidisciplinary teams, combining creativity, visual judgement and a focus on results.

KEY SKILLS

- Graphic design and brand identity
- Artificial intelligence applied to design and content creation
- Custom web design and development
- Video, photography and audiovisual content
- UX/UI design and prototyping in Figma
- Digital marketing, SEO, SEM and Social Ads
- Visual communication and campaign design

PROFESSIONAL EXPERIENCE

SEPTEMBER 2023 – NOVEMBER 2026

Graphic, web, UX/UI and AI designer

cdmon · Marketing department

Interface and user experience design, graphic and web design, and brand identity development. Campaigns and marketing pieces for different channels, social media, visual concepts for video ads, presentations and strategy documents. Bringing artificial intelligence tools into creative processes to work faster while keeping the brand visually consistent.

MAY 2023 – SEPTEMBER 2023

AI Trainer

Independent professional · United States

Training and evaluation projects for artificial intelligence models, applying quality criteria and attention to detail.

CP

EDUCATION

Expert in Artificial Intelligence
Universidad Internacional Isabel I de Castilla
May – August 2025

Bachelor's degree in Fine Arts
Universitat Politècnica de València
Specialisation in Sculpture and Audiovisual Media · 1991–1996

Doctoral courses
1996–1998

FURTHER TRAINING

Create High-Fidelity Designs and Prototypes in Figma
Google (Coursera) · 19 hours · September 2024

Fundamentals of Digital Marketing
Google · 40 hours · June 2020

SEO basics
Domestika · 2019

Social media communication strategy
Domestika · 2019

Online marketing
Telefónica · 30 hours · April 2018

User Experience for the Web
Open2study (Australia) · October 2015

E-commerce
EOI Business School · 40 hours · October 2015

Digital marketing basics
IAB Spain · 40 hours · October 2015

Mobile app programming
Universidad Complutense de Madrid · 40 hours · September 2015

Introduction to web development
Universitat d'Alacant · 40 hours · September 2015

Web accessibility (WCAG 2.0)
Fundación CTIC · 70 hours · November 2009 – January 2010

INTERESTS

Hiking and outdoor activities, music, art, photography, literature, film and yoga.

PROFESSIONAL EXPERIENCE · CONTINUED

MARCH 2020 – MAY 2023
Graphic, web and digital marketing designer
Freelance
Graphic design, web design and digital marketing management (SEO, SEM, Social Ads and social media) for a range of clients, from visual identity to online presence.

JANUARY 2020 – MARCH 2020
Design and Online Marketing department
Editorial Tirant lo Blanch
Corporate and web design, digital marketing, SEO-SEM/PPC, Social Ads and social media management.

SEPTEMBER 2018 – NOVEMBER 2019
Head of Design and Online Marketing
24-7 Utilities S.L.U. · Energy retailer
Coordination of corporate and web design, online marketing, SEO-SEM/PPC, Social Ads and social media for several group companies.

2017 – 2018
Graphic, web and product designer
Químicas Vila Hervas S.L.
Graphic and web design, social media management and online shop administration.

2012 – 2016
Freelance designer
Graphic design and visual communication projects for a range of clients.

2007 – 2011
Senior technician · Autism and Learning Difficulties Group
Instituto de Robótica and Fundación Adapta
Web and multimedia design.

2006
Freelance designer
Work for Isoco, Disid Technologies and Tirant lo Blanch.

2001 – 2005
Web and multimedia designer
ISOCO · Intelligent Software Components
Design of websites, multimedia applications and corporate identity.

1997 – 2000
Research fellow
Universitat de València · Instituto de Robótica
3D development, web design, posters, logos and interfaces for multimedia applications.

1997
INTERCAMPUS fellowship
Universidade de Caxias do Sul (Brazil)
Seminars on Photoshop and web page design.

1995 – 1996
Fellow · Audiovisual Media Laboratory
Faculty of Fine Arts of San Carlos
Teaching web page design and Photoshop.