

Elena Bartholomé

Brand & Web Designer

Profile

Brand & Web Designer focused on developing identities aligned with business objectives and building digital presence through a clear and structured process. My experience working with different clients and environments has strengthened my organization, autonomy, and adaptability.

Languages: Spanish (Native) · English (B1) · French (B2)



Nicaragua



elena.designb@gmail.com

Experiencia Profesional

Independent Designer (Remote)

Brand & Web Design

January 2021 – February 2022 (First period) · March 2024 – Present (Second period)

- Development of strategic brand identities aligned with business objectives and positioning.
- Creation of custom websites (HTML/CSS/JS basic), optimizing structure and workflow through AI-assisted tools.
- End-to-end project management: briefing, conceptual proposal, development, refinements, and organized delivery of assets.
- Autonomous work with international clients, maintaining structured communication and meeting deadlines.

Mi Ayuno (Spain)

Social Media Design & Web Design

February 2022 – December 2023

- Digital content design for social media and Mailchimp campaigns aligned with brand objectives.
- Website design and development (WordPress), from conceptualization to implementation.
- Creation and adaptation of corporate assets: presentations, marketing materials, and brand resources.
- Coordinated work within remote teams, ensuring visual consistency and operational organization.

DannyyeSoft Pyme (Mexico)

Graphic Designer

March – May 2020

- Design of advertising and corporate materials: banners, catalogs, logos, and digital assets.
- Image retouching and optimization for commercial and digital use.
- Organized management of multiple requests with focus on quality and delivery timelines.

Maven Media (Nicaragua)

Junior Graphic Designer

May 2019 – February 2020 · May 2020 – October 2020

- Development of internal and client-facing materials, applying brand guidelines and consistency.
- Creation of visual identities and corporate materials (stationery, presentations, commercial resources).
- Efficient handling of multiple projects simultaneously, ensuring timely delivery and organized file management.

Tools

- Design:
- Adobe Illustrator
 - Figma
 - Adobe Photoshop
 - Adobe Fresco
 - Procreate

- Web & Frontend Foundations:
- HTML/CSS
 - JS (basic)
 - WordPress

- Digital & Marketing:
- Mailchimp

- AI-Tools (Cursor/ChatGPT):
- Content structuring
 - Visual iteration
 - Development support

Education

2012 - 2018 Bachelor's Degree in Graphic Design
Universidad del valle (Managua, Nicaragua)

2005 - 2007 French Studies
Alliance Française – Managua, Nicaragua

Volunteer Experience

2022 - 2024 Brand Identity - Web design
Bibliothèque numérique romande (Switzerland)