

ANA MARTIN DEL CAMPO

Senior Brand & Visual Designer

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PROFILE

Multidisciplinary Senior Designer with 10+ years of international experience shaping performance-driven visual systems across digital, paid media, and brand touchpoints. Experienced in scaling creative across markets, balancing brand consistency with local nuance, and operating in regulated, high-stakes environments. Known for a strategic, systems-first mindset, strong cross-functional collaboration, curiosity, and delivering high-volume, high-impact creative.

WORK EXPERIENCE

FREELANCE SENIOR DESIGNER | AMSTERDAM, NL | JUL 2021 – MAR 2022 | NOV 2025 - PRESENT

- Deliver brand and marketing assets across tech, lifestyle, and consumer sectors.
- Develop modular visual systems, campaign assets, and AI-assisted creative workflows tailored to audience, positioning, and channel needs.
- Build templates and workflows that speed up production while maintaining consistency, clarity, and quality.

DIGITAL DESIGNER | MARS INC | AMSTERDAM, NL | MAR 2022 – OCT 2025

- Sole in-house designer for 4+ D2C brands across web, paid media, social, e-commerce, and CRM.
- Scaled performance creative delivering 2,500+ assets across campaigns, always-on, and lifecycle communications.
- Improved ROI and brand reach by designing paid social and digital creative aligned with performance goals.
- Localized creative across multiple markets with 95%+ compliance by adapting messaging, layout, and typography to regional and regulatory requirements.
- Built scalable brand systems, templates, and asset libraries, reducing turnaround time by 50%.
- Partnered cross-functionally with marketing, e-commerce, and external agencies to deliver insight-led creative at scale.

GRAPHIC DESIGNER | EUROPEAN SPACE AGENCY | NOORDWIJK, NL | MAY 2019 – JUN 2021

- Delivered visual campaigns for 6+ international space missions, increasing digital reach by 40% during launches.
- Translated complex scientific data into 80+ clear, accessible visual assets across digital, social, and event channels.
- Managed end-to-end design workflows under strict accuracy, review, and approval constraints.
- Collaborated with scientists, engineers, and communications teams to ensure clarity, precision, and compliance.
- Adapted visuals for global audiences by balancing technical accuracy with strong typography and narrative clarity.

GUEST EXPERIENCE COORDINATOR | ENTICON | AMSTERDAM, NL | FEB 2015 – APR 2019

- Improved guest satisfaction by 15% and campaign engagement by up to 25% through performance design.
- Developed internal brand and campaign materials across 25+ entertainment brands.
- Led and coordinated a team of 6 to execute targeted campaigns across digital and physical touchpoints.
- Scaled creative execution across multiple locations by implementing repeatable templates and workflows.
- Partnered with marketing and operations teams to align creative output with real-world execution and timelines.

JUNIOR GRAPHIC DESIGNER | C2 DESIGN STUDIO | MEXICO CITY, MX | AUG 2014 – JAN 2015

- Supported branding, editorial, and digital projects in a fast-paced agency environment for multiple clients.

INTERN GRAPHIC DESIGNER | LAS PAGINAS VERDES | MEXICO CITY, MX | JAN 2014 – JUL 2014

- Supported sustainability-focused marketing and visual campaign development.

INTERN VISUAL COMMUNICATIONS | HARLEY DAVIDSON | MEXICO CITY, MX | JAN 2013 – DEC 2013

- Designed digital content aligned with brand standards by supporting campaign assets across platforms.

CORE SKILLS

Visual Systems | Marketing and Campaign Design | Branding and Identity | Digital and Print Design | Illustration
Typography and Layout | Art Direction | Creative Strategy | Storytelling | Motion and Video Editing

TOOLS & TECHNOLOGY

Figma | Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro | Final Cut | Procreate | Canva
AI: LLMs, Midjourney, Firefly, Kling, Vizio | Microsoft 365 | Google Workspace | Notion | Monday | Miro | Keynote

EDUCATION

BA, Bachelors Degree in Graphic Design | Universidad Iberoamericana | Mexico City, Mexico
Exchange Semester | Sociology & Anthropology | Leiden University, The Netherlands
Exchange Semester | Strategic Marketing | The Hague University, The Netherlands

CERTIFICATIONS & TRAININGS

2026 - AI Content Creation | Domestika
2025 - Google UX Design Professional Certificate
2025 - Google AI Essentials | Coursera
2023 - Digital Marketing | Growth Tribe
2022 - Digital Illustration | Domestika
2022 - Procreate Illustration | Domestika
2021 - Motion Graphics | Motion Design School
2021 - Video Editing | Ripple Training

LANGUAGES

English - Fluent | Spanish - Fluent | French - Conversational | Dutch - Conversational