ABRIL ORTIZ

BRAND DESIGNER — BRANDING, BRAND IDENTITY & VISUAL STRATEGY

Brand designer based in Barcelona. I take brands from strategy to every touchpoint: identity, visual systems, packaging, editorial and digital. **Analytical head, heart-led decisions.**

CONTACT

PORTFOLIO
abrilortiz.com

EMAIL
hola@abrilortiz.com

LOCATION
Barcelona, Spain
Residence & work permit

LINKEDIN
linkedin.com/in/abril-ortiz

BEHANCE
be.net/avrilortiz417e

SKILLS

- Corporate & Brand Identity
- Institutional Communication
- Editorial Design
- Social Media & Marketing
- Web Layout & UI Design
- Figma
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)

SELECTED PROJECTS

- Andes Wines ↗
- ENERC ↗
- La Cábala ↗
- Natalia Principi ↗
- All work at abrilortiz.com

LANGUAGES

Spanish
Native

English
Intermediate (B1). Daily professional use: meetings and projects with U.S.-based teams.

PROFESSIONAL EXPERIENCE

Limonada de Lavanda — Barcelona, Spain — AUG 2026 – PRESENT
GRAPHIC & SOCIAL MEDIA DESIGNER
Communication design for the shop, social media content and website maintenance.

Pachagurú — Switzerland · Remote — DEC 2025 – PRESENT
GRAPHIC DESIGNER
Development of brand identity, brand manual, platform definition and monthly social media content planning.

MyFloraDNA — California, USA · Remote — OCT 2022 – PRESENT
HEAD DESIGNER
Sole designer at the company. Product branding, brochures and internal documentation. Web layout in Adobe XD. Stand and merchandise design for international cannabis trade fairs.

MaxEditas — California, USA · Remote — NOV 2025 – JUL 2026
GRAPHIC DESIGNER
Logo and visual identity design, institutional documentation, website layout and promotional materials for events.

Danoi Panadería — Argentina — MAR 2024 – DEC 2025
GRAPHIC DESIGNER
Visual identity application for 5+ branches, including storefronts, signage and retail interiors. Design and management of social media content.

Natalia Principi — Argentina — AUG 2023 – DEC 2025
EDITORIAL DESIGNER — INDEPENDENT PROJECT
Design and layout of three independent poetry books (144 pages each). Assisted in print production coordination, including pre-press preparation and print run management (1,000 copies per edition).

Guerrini Design Island — Argentina / International — NOV 2022 – SEP 2025
GRAPHIC DESIGNER
International branding studio focused on communication strategies and visual identity for brands across multiple industries. Work included branding projects, editorial design, advertising campaigns and web design.

Hiih Labs — Kelowna, Canada · Remote — JUL 2024 – MAR 2025
GRAPHIC DESIGNER
Graphic and audiovisual design for social media, catalogues and merchandising. Web layout and booth design for international trade fairs.

EDUCATION

ELISAVA — School of Design and Engineering, Barcelona — SEP 2025 – 2026
MASTER'S DEGREE IN BRANDING

Brand Strategy & Design Seminar — Sebastián Guerrini — APR 2025

National University of La Plata — UNLP, Argentina — MAR 2018 – DEC 2023
BACHELOR'S DEGREE IN VISUAL COMMUNICATION DESIGN