

# Felipe Moreno Guajardo

I am a multidisciplinary graphic designer with a focus on product, identity, and motion.

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📍 Madrid, Spain.

📄 [Detailed information](#)

🌐 [Linkedin](#)

📷 [Instagram](#)

## Education

School of Arts and Crafts Fernando Estévez, Santa Cruz de Tenerife

## Skills

UX · UI · Wireframing · Prototyping · Interaction · Motion · Visual Identity · Print · Packaging.

## Tools

Sketch · Figma · InVision · Principle · Adobe CC · HTML · CSS · Web Design · Frameworks (Ionic / Vuetify) · Zeplin · Jira.

## Goal Systems

### Senior Product Designer

Nov. 2020 – Nov. 2022

<https://www.goalsystems.com>  
Transport and Mobility Sector.

## Instituto Tramontana

### Professor

Sept. 2020 – Jan. 2021

<https://www.tramontana.net/>  
Education Sector.

## Gigigo Econocom Group Designer

Apr. 2014 – Nov. 2019

Design and development of digital products.

Technology, Transport and Mobility, Pharmaceutical Industry, Health and Wellness, Fashion and Accessories, Food and Beverages, Entertainment and Culture, Finance and Services, Tourism and Travel Sectors.

## Freelance

2005 – 2014

I participated in the development of a planning optimization product for passenger transportation. This product was designed to facilitate the transition and adaptation of planning managers to a clearer business system. During this process, I created customizable modules to meet the needs of various groups. I was also responsible for implementing the design system, generating explanatory documents, and collaborating closely with the development team.

I taught in the Professional Program for Interaction Design, where I delivered classes on color, typography, and space and composition.

During this period, I experienced significant career growth, transitioning from graphic and web design to becoming a product designer. My focus became more comprehensive, allowing me to successfully tackle different roles within my field. The combination of my previous skills and what I was learning enabled me to provide more comprehensive responses and better results in projects.

I had the opportunity to work with these clients (among others): Appdrogeno, Canal cocina, Coca Cola, Correos España, Emov, Euro6000, Europ Assistance, Gigigo, Hermes, HP, Ipiranga, KutxaBank, Llao Llao, McDonald's, Money to Pay, Neinor, Nike, Orchextra, Railway, Renfe, Repsol, Vips Club.

During these years, I built a freelance career in graphic design. This experience allowed me to nurture flexibility, adapt to various work situations, and develop effective time management skills. I collaborated with a diverse range of professionals and gained insights into the intricacies of the freelance industry.

Throughout this period, I worked on a variety of projects, ranging from web design to layout and animation. This provided me with a comprehensive perspective and a valuable foundation for my professional growth.