

JORGE VALLE

FREELANCE SENIOR GRAPHIC DESIGNER

PROFILE

jorgevayeah@gmail.com
07842 314 491

Based in London, UK
English & Native Spanish

Senior Graphic Designer and Art Director with 20+ years of experience delivering brand identity, digital, editorial, and print design, as well as multi-channel campaigns for global brands and leading agencies.

Highly proficient in Adobe Creative Suite, Figma, and Sketch, with a strong collaborative approach and a proven ability to embed quickly within agency and in-house teams. Experienced in contributing at pace to live projects and high-profile client work, with additional experience using AI-assisted tools such as Midjourney for early-stage concept development and visual exploration.

KEY SKILLS

Brand Identity & Brand Systems
Visual Identity & Brand Guidelines
Art Direction
Digital Design (Web & UI)
UX-aware Design & Design Systems
Campaign Design (Multi-channel)
Editorial & Layout Design
AI-assisted concept development
Events & Environmental Design
Infographics & Data Visualisation
Social Media Design & Content
Video Storyboarding

EDUCATION

National Diploma in Graphic & Editorial Design
IES Europa, Madrid (2004-2006)

Professional and Fine Art Photography Centro Internacional de Fotografía EFTI Madrid (2010-2011)

Specialised Workshops
International Centre of Photography
New York (2011)

AWARDS & RECOGNITION

Best Internal Magazine – EDF Energy
International Content Marketing
Awards, 2014

BRAND-FOCUSED FREELANCE EXPERIENCE

Wolff Olins / Futurebrand

Freelance Senior Designer / 2021 – Present

- Specialised in branding and digital projects, developing comprehensive brand identities and guidelines for leading global brands. Defined visual direction across brand and digital deliverables while collaborating closely with in-house teams to maintain consistency across all channels.
- **Branding Projects:** Supported the creative vision and led the execution for brand identities and guidelines, working with renowned brands such as BBC, Raiffeisen Bank, Avios and Genesis.
- **Digital Design:** Developed responsive websites and digital solutions, ensuring brand coherence across user touchpoints and enhancing online engagement.
- **Key Contributions:** Played a pivotal role in defining visual direction, collaborating closely with in-house teams and providing guidance on brand consistency and cross-channel application.

ADDITIONAL FREELANCE EXPERIENCE

JRG Creative

Freelance Senior Designer / 2019 – 2021

Delivered design solutions for agencies such as MerchantCantos, Cherry Thinking, and Krow.

- Developed brand identities and guidelines to ensure cohesive visual representation.
- Designed and executed multi-platform campaign assets across all channels.
- Designed responsive UI for websites and mobile apps, ensuring brand consistency.
- Produced editorial layouts for print and digital publications with an effective storytelling in mind.

AGENCY EXPERIENCE

Article Ten

Senior Designer / Sept 2015 – Aug 2019 / London

Led visual and conceptual development for strategic campaigns, overseeing design and production for corporate identities, pitches, and digital experiences (UI/UX). Played a key role in team management, providing guidance to junior and mid-weight designers and liaising closely with clients.

- Drove brand consistency and innovation across campaigns, increasing client engagement.
- Managed high-stakes pitch work, securing positive outcomes through strong creative direction.

Redhouse Lane

Senior Designer / May 2012 – Aug 2015 / London

Developed strategic creative concepts and managed end-to-end design for internal and client-facing materials. Led junior designers and maintained strong client relationships to ensure seamless project delivery.

- Enhanced internal branding campaigns and external communications through thoughtful design and client collaboration.

PREVIOUS AGENCY EXPERIENCE

Exclama

Middleweight Art Director & Designer / July 2008 – Sept 2011 / Madrid

Focused on multi-channel brand experiences, including editorial, signage, and environmental design. Worked closely with cross-functional teams to deliver cohesive, impactful design solutions.

Barco Publicidad

Junior Art Director & Designer / Aug 2006 – Feb 2008 / Madrid

Assisted in creative concept development for branding, editorial, and digital design under senior guidance, gaining a strong foundation in advertising and brand storytelling.