

PABLO PAVÍA DEL CERRO

BRAND & DIGITAL DESIGNER

Identity · Art Direction · UX/UI · Fashion & Culture-led Design

Madrid, Spain

PROFILE

Focused on identity systems, art direction and digital design for culture-led brands.

Raised between **Australia and Spain**, with native-level fluency in English and Spanish. My work sits across **branding, UX/UI, social content, campaign assets, web design and fashion-oriented visual systems**.

I am open to new opportunities and collaborations in building visual worlds that connect concept, mood and execution across identity, digital and communication touchpoints.

EDUCATION

Oct 2022 — Mar 2025
Graphic Design, Art Direction & Digital Design
Trazos, Madrid

Aug 2025 — Jun 2026
Machine Learning & AI in Logistics
Euroinnova International Online

Feb 2023 — Apr 2023
42 Madrid Piscine — C Programming Intensive
Distrito Telefónica, Madrid

Sep 2020 — May 2022
Baccalaureate — Liberal Arts & Humanities
Colegio Retamar, Madrid



LANGUAGES

Spanish **NATIVE**

English **NATIVE**

Interested in working together?

[Let's connect](#)

EXPERIENCE

- Apr 2026 — Present
- Co-Creator & Brand Designer**
[Hardcore Crew](#)
- Co-created a streetwear brand built around underground culture, hardcore aesthetics and limited product drops.
 - Designed clothing graphics, campaign visuals, social content, paid ads, website visuals and e-commerce presentation.
- Sep 2025 — Apr 2026
- Brand & Digital Designer**
[UVE Group](#)
- Designed digital assets and visual materials across brand and communication channels.
 - Supported brand consistency through layout systems, presentations, UI design and AI-assisted creative workflows.
- Mar 2025 — Jul 2025
- Brand & Junior Art Direction**
[MiResi / Senior Market](#)
- Contributed to concept development and visual storytelling alongside the CEO and founders.
 - Designed brand assets, UX/UI layouts, product presentation materials and digital communication systems focused on clarity and trust.
- Jun 2022 — Present
- Freelance Designer**
[Freelance](#)
- Created branding, social media and campaign design projects for independent clients.

CONTACT

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