

! Hello



Sarah van Vliet

GRAPHIC DESIGNER | BRANDING, DIGITAL & MOTION

Passionate, honest, and efficient, I can say that I wake up (almost) every day eager to work.

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WORK EXPERIENCE

Ogilvy Spain **Senior Social Media Designer** [feb. 2024 - Present](#)

Led and managed the social media design team, overseeing end-to-end design processes, from concept development to final artwork, while ensuring brand consistency across digital campaigns and social media assets for [Grupo Bimbo Spain & Portugal \(Takis, Donettes, Donuts, Bimbo, Bollycao...\)](#). Campaigns nominated for Eficacia Awards and featured in the Epsilon report: Top Most Relevant Consumer Brands on Spanish Social Media.

Ensured rigorous application of typography, colour theory, layout design, and visual guidelines to deliver on-brand digital and social media assets.

Delivered creative visual assets and motion design for global brands ([Amstel](#), [Heineken](#)), collaborating with marketing, strategy, and account teams to meet tight deadlines and production standards.

Developed visual proposals, layouts, and pitch presentations for [new business](#), combining art direction, creative thinking, and strategic insight.

Junior Social Media Designer [may. 2022 - feb. 2024](#)

Directed visual strategy, art direction, and branding identity for major brands like [Cruzcampo](#), [Uber](#), [Suchard](#), [Philadelphia](#), [Ecovidrio](#), and [Milka](#), leading concept development through to production of static assets, motion graphics, and campaign deliverables.

Owned projects end-to-end, balancing creative design, motion graphics, digital design, and typography under tight deadlines.

Collaborated with marketing, account managers, and creative teams to align visual output with brand guidelines and business goals.

W&K Startup **Design and Digital Marketing** [jan. 2022 - may. 2022](#)

Took full ownership of digital design and social media strategy for a startup, delivering on-brand content and visuals aligned with overall objectives.

Torres y Carrera **Design and Digital Marketing** [feb. 2021 - jan. 2022](#)

Produced creative content and visual assets (event packaging for [Primark](#), newsletters for [Iberia](#), social campaigns for [Vueling](#)), applying visual design, editorial principles, and branding identity to enhance engagement.

Adobe Creative Cloud (Photoshop, After Effects, Illustrator, Premiere Pro, InDesign, Adobe XD), Figma, Midjourney, Adobe Firefly, Sora, Gemini, Microsoft PowerPoint. Expertise in motion graphics, digital design, visual design, creative design, social media design.

End-to-end project leadership, cross-functional collaboration (Marketing, Product, Strategy), attention to detail, artwork finalization, digital & paid media, strategic thinking, art direction, working under pressure, meeting multiple deadlines, highly organized, problem-solving.

English fluent

Motion Graphics and Digital Animation | Awwwards Academy 2023
Bachelor's Degree in Comprehensive Design and Image Management | Universidad Rey Juan Carlos 2017-2021
Secondary Education and Baccalaureate | Colegio Estudio 2012-2017

See u soon :)