

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.

HARD SKILLS

[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.

SOFT SKILLS

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.

LANGUAGES

[French](#) native

[Spanish](#) native

[English](#) fluent

ACADEMIC BACKGROUND

[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 ;)