Mariangela Vivas

Digital Marketing
Graphic Designer
3D Artist

Contact

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Technical Skills

- Photoshop
- Illustrator
- Figma
- After Effects
- Premiere
- InDesign
- Maya
- 3ds Max
- ZBrush
- Substance Painter
- Substance Designer
- Unreal Engine
- 4V-Ray
- Marvelous Designer

Digital Marketing

- SEO/SEM
- Email Marketing
- Social Media
- Lead Generation
- Analytics
- CMS

Languages

- Spanish - Native
- English - Avanzado (First Certificate)
- Japanese - Basic knowledge

Professional Profile

Multidisciplinary designer with over 8 years transforming ideas into impactful visual experiences. Specialized in graphic design, 3D modeling, and concept art, with recent training in UX/UI and digital marketing. With experience in managing email marketing campaigns, SEO optimization, and content production for corporate events, generating qualified leads and increasing engagement.

Professional Experience

Marketing Manager 2025 - **iKN Spain (Conferences and Executive Training), Madrid**
Comprehensive marketing management for B2B professional events and executive training programs. Design of graphic materials focused on sponsors, implementation of email marketing campaigns using proprietary databases generating high volume of qualified leads. Web content management with SEO optimization and online training updates.

Crew Member 2022 - 2025 **- Five Guys, Madrid**
Fast adjustment to different roles, developing teamwork skills and customer service in a dynamic high-rotation environment.

Contributing Artist 2019 - 2022 **Zine Projects (NGO)**
Non-profit artistic collaborations in thematic publications, exploring digital illustration techniques.

Graphic Designer 2022 - 2024 **- Angelpatch, Madrid**
Complete corporate identity development: logo, business cards, and social media content strategy.

Graphic Designer & Community Manager 2015 - 2017 **Rhodium Homes, Madrid**
Social media management, production of promotional videos, and corporate stationery design during university internship.

Education

Professional Master's in Web Design, UX/UI & Digital Marketing 2024-2025 **CEI - Center for Innovation Studies**
Specialization in interface conceptualization, user experience, visual thinking, and digital marketing strategies (SEO, SEM, social media).

Advanced 3D Modeling Course 2018-2019 **Voxel School-Professional School of Digital Arts**
Final project: complete western-style scene with optimized props for Unreal Engine 4. Mastery of 3ds Max, ZBrush, Marvelous Designer, and 3D printing.

Master's in Concept Art 2017-2018 **Voxel School**
Final project: complete concept art for original video game (weapons, protagonists, enemies). Development of different illustration styles..

Master's in Digital Art for Video Games (UCM) 2016-2017 **Voxel School**
Collaborative playable demo. Responsible for main character concept art, UI/UX design, props and character modeling.

University Degree in Graphic Design and Multimedia 2012-2016 **UDIT - University of Dising, Innovation and Tecnology**
Final project: complete animation company with corporate identity, concept art, and teaser trailer (pre-production, production, direction, and final editing).