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Madrid, Spain

LUCÍA COLLAZOS GONZÁLEZ

VISUAL DESIGNER · DIGITAL MARKETING · UNIVERSITY LECTURER



Senior Graphic Designer and Digital Marketing Specialist with more than 10 years of experience in branding, visual communication, online and offline design, e-commerce, and digital strategy. Experienced in leading creative projects for companies, startups, and educational institutions, combining creativity, strategic thinking, and business-oriented solutions. Currently combining professional practice with university teaching, delivering courses in Marketing, E-commerce, and Digital Communication.



DESIGN

Digital & Print



MARKETING

Digital



WEB

CMS

COMPETENCIES

Visual Design, Digital Design, Art Direction, Editorial Design, UX/UI, Digital Marketing, Content Strategy, Email Marketing, Motion Graphics, SEO & SEM, E-commerce Design, Social Media, Print Production, Teaching & Mentoring.

DESIGN SOFTWARE

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Generative AI (Copilot, ChatGPT, Midjourney, Adobe Firefly, etc.)

WEB & E-COMMERCE

HTML, CSS, UX/UI, Analytics, Domain & Hosting Management.

CMS & CRM

Salesforce, Hubspot, Navision, Joomla, Wordpress, Prestashop, Drupal, Magento.

MARKETING TOOLS

Trello, Teams, Mailchimp, Filezilla, Sublime, Slack, Hootsuite, Microsoft Office Suite.

LANGUAGES

English Professional Proficiency
Spanish Native

OTHERS

Driving Licence (Category B)
Own Vehicle
Willingness to Travel

EXPERIENCE

2024 - Present

PART-TIME LECTURER

Universidad Alfonso X El Sabio - Madrid, Spain
Lecturer in E-commerce, Mobile Marketing, and Community Management, for Master's and Bachelor's degree programmes in Marketing degree. Responsible for course development, academic assessment, and student mentoring.

2022 - 2026

VISUAL DESIGNER

GLM Commerce - Madrid, Spain
Development of graphic and digital assets for corporate communication, commercial campaigns, e-commerce, and branding initiatives. Website design, editorial layout, adaptation of creative materials across multiple channels.

2019 - 2022

CMO

Logtrip - Madrid, Spain
Defined and launched the company's brand and marketing strategy from the startup stage. Developed the visual identity, digital positioning, client acquisition campaigns, growth-oriented marketing initiatives and corporate communications.

2018 - 2020

MARKETING MANAGER

DMI Computer - Madrid, Spain
Planned and executed online and offline marketing campaigns, supervised corporate identity, managed team activities, and developed lead generation, digital content, and communication strategies.

2016 - 2018

VISUAL DESIGNER

MM Diseño - Madrid, Spain
Managed and developed corporate identity, digital communication, point-of-sale (POS) materials, packaging, photography.

2012 - 2016

GRAPHIC & WEB DESIGNER

Windows Channel - Madrid, Spain
Website development, corporate identity, SEO and SEM implementation, social media management, and audiovisual content.

EDUCATION

2026

Figma Courses

Figma Education

2024

Generative AI Workshop Course Copilot Go! Course

Universidad Alfonso X El Sabio

2023

Salesforce Training

Salesforce Learning Centre

2021

HubSpot Certifications

Hubspot Academy

2019

Course in SEO and Google Search Positioning

UX Design Masterclass Course

Udemy

2019

Digital Marketing Certification

Internacional de Marketing

2013

Joomla & SEO

Aprendum

2013

Master's Degree in Secondary Education Teaching

Autonomous University of Madrid

2011

Website Development with Adobe Dreamweaver

Complutense University of Madrid

2011

Bachelor's Degree in Fine Arts, Major in Graphic Design

Complutense University of Madrid

2005

Diploma in Graphic Design

ESDIP