

# Gabriela Plaza Morales

## Graphic Designer

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## Experience

### COKREA

Madrid, Spain

02/2024 - 04/2024

#### Graphic Design Intern

- Developed content plans for social media
- Designed posts and visual assets for digital marketing campaigns
- Assisted in branding and the launch of multiple projects
- Collaborated with the team to create cohesive brand identities

### Istituto Europeo di Design (IED)

Madrid, Spain

09/2021 - 06/2024

#### Graphic Design Student

- Candidate for the redesign of the 'In-Sonora' festival
- Candidate for the redesign of the 'Flipas' laboratory
- Candidate for the logo design of 'AMMDE'

## Education

### Istituto Europeo di Design (IED)

Madrid, Spain

09/2021 - 06/2024

#### Graphic Design

- Digital Specialization

## Summary

I graduated in June 2024 with a degree in Graphic Design from the Instituto Europeo di Design (IED) in Madrid, Spain specializing in digital design. My main passion is UX design, but I have also worked on projects involving animation, web design, video editing, and photography. Beyond my personal interests, I have collaborated with my peers on various projects, ranging from fashion collections to editorial publications, brand identity, and logo design.

## Languages

English Advance ●●●●●

Spanish Fluent ●●●●●

## Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Blender, Risography, Screen Printing, Letterpress, Bookbinding, HTML, CSS, JavaScript, Processing

## Projects

### SOSTenible Editorial Design - IED Madrid (2021)

- A sustainability-focused glossary for graphic designers.
- Printed using risography (black & gold ink) on 100% recycled cotton paper.
- Promotes responsible production and eco-conscious design practices.

### Nūtriō Futuristic UX/UI Concept, IED Madrid

- A prototype set in a climate crisis scenario (Year 2200).
- Designed to facilitate food-related tasks via a digital supermarket-inspired UI.
- Integrates a removable retainer device to address food scarcity.

### Sa Mutti Music Discovery & Social Connection App

- Encourages deeper emotional connections through music.
- Provides a "third virtual space" for social interaction.
- Reinvents the way users discover and engage with music.

6pm