

SOFÍA PALOMINO MARTÍN

Graphic Designer

BRANDING · RETAIL DESIGN · MARKETING



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PROFILE

Graphic Designer with almost two years of experience at Núñez de Arenas, a fashion retail brand, where I develop end-to-end marketing campaigns, from in-store visual communication to digital assets, and manage the brand's TikTok channel, growing it from 100 to 3,000 followers in eight months.

I hold a Bachelor's Degree in Fine Arts from Rey Juan Carlos University and a Master's Degree in Graphic Design & UX/UI from CEI.

EXPERIENCE

Graphic Designer & Social Media Specialist

November 2024 – Present

NÚÑEZ DE ARENAS · INTERN NOV. 2024 – MAY. 2025

- Designed retail campaign assets for more than **30 stores** nationwide, producing up to **40 posters**, **2 vinyl graphics** and **6 digital screens** per campaign across multiple formats and languages.
- Developed the complete visual identity for **6 new store openings**.
- Managed the company's TikTok channel, including strategy, content creation, filming and editorial planning.
- Grew TikTok from **100 to 3,000 followers** in eight months, including one video reaching **1.4 million views**.
- Supported Instagram growth through Stories and bi-monthly giveaways, contributing to an increase of **2,776 followers**.
- Managed influencer collaborations from outreach and negotiation to coordination and performance tracking (**27 collaborations**).

Graphic Designer

July – November 2024

REPROGRAFÍA MADRID

- Designed website mockups, banners and corporate catalogues while maintaining a consistent visual identity across all communication materials.

Editorial Designer

February – June 2024

vivirEdiciones

- Designed and laid out newspaper editions, feature articles and special supplements.
- Produced photography and video content for interviews and editorial features.

Fashion Retail Experience

2023 – 2024

INDITEX GROUP – ZARA · STRADIVARIUS · OYSHO

- Nearly one year of experience in fashion retail, developing a practical understanding of customer experience and store operations, now applied to retail graphic design.

EDUCATION

Master's Degree in Graphic Design & Web Conceptualisation (UX/UI)

CEI – INNOVATION STUDIES CENTRE · 2025

Bachelor's Degree in Fine Arts

REY JUAN CARLOS UNIVERSITY · 2019–2024

SKILLS

- | | |
|-----------------------|--------------------|
| • Brand Identity | • Retail Design |
| • Editorial Design | • Social Media |
| • Marketing Campaigns | • Content Creation |

LANGUAGES

Spanish	Native
English	B2

SOFTWARE

- | | |
|-----------------|----------|
| • Illustrator | • Figma |
| • Photoshop | • CapCut |
| • InDesign | • Canva |
| • After Effects | |

ADDITIONAL INFORMATION

- Driving Licence (Category B)
- Own Vehicle
- Available for hybrid or on-site positions
- Based in Madrid