



Daniel Gómez

Brand Designer/ Illustrator

Personal Information

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- 🏠 Barcelona, Spain

Academic Experience

Elisava
Master in Illustration and Comics
September 2019 - August 2020

Universidad Creativa
Degree in Graphic Design
January 2012 - July 2018

Languages

- Spanish - Native
- English - Proficient
- French - B2

Work Experience

Preply November 2023 - December 2025
Brand designer

- Owned and developed performance marketing creatives across platforms such as Google Ads and Meta, standardising asset formats including static ads, video, GIF, and dynamic banners used across campaigns in 10 international markets.
- Partnered with marketing and growth teams to test and iterate creatives based on performance data, including App Store Optimization (ASO) screens and personalized app icons for both the App Store and Google Play, increasing download conversion by 2–3%.
- Contributed to brand and product experience initiatives, designing animated screens, banners, illustrations, and iconography across the app, website, and blog to improve usability and strengthen visual consistency.

Factorial HR July 2020 - November 2023
Brand designer

- Co-led the company-wide rebranding process, facilitating brand discovery workshops and helping define the brand’s visual and strategic direction.
- Designed and implemented the Brand Book and Brand Design System in Figma, creating scalable guidelines and reusable assets adopted across marketing and product teams, reducing asset production time by ~30% through standardized templates.
- Led multiple end-to-end brand initiatives, coordinating across teams and stakeholders while aligning creative work with business goals and KPIs.

Growth designer

- Collaborated with developers and marketing teams to implement new workflows and optimize user experience through design improvements.
- Conducted A/B testing and behavioral analysis using heatmaps and experimentation tools to iterate on design solutions and improve performance metrics, including a sign-up flow redesign that split a long form into two steps, increasing completion rates by about 20%

Garnier BBDO November 2018 - August 2019
Senior Graphic Designer

- Developed integrated advertising campaigns across multiple channels, including print, digital, TV, and radio. Contributed to product launches and brand activation campaigns for Compañía Nacional de Chocolates, collaborating with creative teams to deliver cohesive campaign visuals across platforms.

Publismark Mullen Lowe September 2015 - November 2018
Graphic Designer

- Produced brand and campaign materials for major clients including Kolbi, and contributed to experiential installations for Costa Rican Tourism Institute at Juan Santamaría International Airport.

Software/Hardware

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe After Effects CC
- Webflow
- Figma
- Amplitude
- Hubspot
- Jira/Confluence
- Shopify

Other Social Media

behance.net/gomezdaniel
instagram.com/gomaloca
holagomaloca.com

Other Qualifications

Complete Guide to Custom Lettering
Jon Contino Workshop
2017

Intro to Z-Brush
Santa Gráfica
2016

Character design for video games
California Institute of Arts
2016

Creative Problem Solving
University of Minnesota
2014

Procesos Creativos Alternativos
Taller Afromagenta
2012

Mi hijo es un artista
Pejibaye Consulting
2012