# Javier Traver Villanueva



Graphic Design · Marketing & Advertising

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**Portfolio: sirtraver.com**
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**Freelance graphic designer since 2017, with a degree in Design and currently studying Marketing & Advertising.** I create visual identities and brand content through design, photography, video and generative AI. Seeking employment or an internship in design, communications or marketing.

## Professional experience

### Freelance Graphic Designer

2017–Present

Development of logos and visual identities for brands, maintaining consistency across applications.

Design of banners, social media posts, flyers, business cards and packaging for digital and print formats.

Product photography for catalogues and online stores. Image editing, retouching and correction to achieve a consistent visual style.

Creation and editing of audiovisual content for communication projects.

ADDITIONAL EXPERIENCE

### Tennis Coach · Ciudad de la Raqueta

2019–Present

Planning and delivery of individual and group lessons. Adapting sessions to different ages and abilities and monitoring progress.

### Tennis Coach · El Tejar de Somontes

2009–2016

## Education

### Higher Vocational Training in Marketing & Advertising

Universidad Francisco de Vitoria · In progress

### Bachelor's Degree in Design

Universidad Complutense de Madrid · 2019

FURTHER TRAINING

| | |
|---|---|
| AI for Creatives programme | Founderz · 2025 |
| AI and Innovation programme | Founderz · 2025 |
| UX Design course | Google Certificates · 2024 |

## Tools

Self-assessed: basic / medium / high

| | |
|---|---|
| **Affinity** | High |
| Photoshop | High |
| Illustrator | High |
| InDesign | High |
| Premiere | High |
| Figma | Medium |
| Blender | Medium |
| Microsoft 365 / Office | Medium |
| ChatGPT | High |

Affinity: primary design tool.

**Also:** Midjourney and Microsoft Copilot.

## Skills

- Graphic design and visual communication
- Visual identity and branding
- Digital, print and packaging design
- Product photography and retouching
- Video editing and motion graphics
- Interface design and UX/UI
- Web design and 3D modelling
- Generative AI for design

## Languages

**English** — C1 · Advanced

A1 | A2 | B1 | B2 | **C1** | C2

Escuela Oficial de Idiomas · 2021