LARA
CÁCERES

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TOOLS

SYSTEMS & COLLAB
FIGMA
ADOBE CREATIVE SUITE
MIRO
NOTION

CAMPAIGN
MAILCHIMP
CRM TOOLS

WEB & CMS
WORDPRESS
CUSTOM & BUILDERS

SKILLS

DESIGN FOCUS
Design systems and visual systems
Creative direction applied to business goals
Brand evolution in digital environments

BRAND & DESIGN
Visual identity and corporate communication
Design systems
UX/UI & interaction design
Web design
Editorial design

COLLABORATION & LEADERSHIP
Cross-team alignment
Creative direction and feedback
Design ownership
Stakeholder communication

SENIOR PRODUCT & DIGITAL DESIGNER EN BRAND, WEB Y COMUNICACIÓN VISUAL
with experience leading **end-to-end** design for digital products and platforms. I work at the intersection of **user needs, business goals, and brand**, designing clear, scalable, and consistent solutions in close collaboration with product and engineering teams.

EXPERIENCE

KAIRÓS MAY. 2018 — PRESENT
— SENIOR PRODUCT & DIGITAL DESIGNER
Responsible for product design, brand evolution, and digital assets

- Led the evolution and consolidation of the corporate and visual brand design in a growing, international consultancy, including a full rebrand and rollout across channels
- Worked closely with product, engineering, and stakeholders, contributing to decision-making and solution validation
- Designed information architecture, user flows, and interfaces, ensuring usability, visual coherence, and alignment with business goals
- Created and maintained design systems and visual guidelines, ensuring consistency and scalability across products and channels
- Defined and supervised digital communication campaigns across web, CRM, and social channels
- Provided creative direction for audiovisual assets in collaboration with the video team
- Focused on clarity, efficiency, and product quality, improving user experience and strengthening digital brand consistency

FREELANCE PROJECTS MAR. 2014 — PRESENT
— VISUAL, BRAND & WEB DESIGN

- Visual, brand, and web design projects
- Delivered end-to-end, from concept to final execution
- Collaborating with clients across diverse industries

KIMIA OCT. 2017 — MAY. 2018
— VISUAL DESIGNER & FRONT

- Designed and implemented front-end solutions for digital projects
- Worked closely with design, business, and development teams
- Defined visual interfaces aligned with quantitative and performance goals

UNIDAD EDITORIAL APR. 2014 — OCT. 2017
— BRAND VISUAL & WEB DESIGN

- Designed digital and physical visual assets for editorial campaigns
- Developed products aligned with multiple brand identities
- Worked within a large corporate environment

UNIVERSAL MUSIC GROUP MAY. 2012 — FEB. 2014
— NEW MEDIA & BRAND DESIGNER

- Designed digital assets for communication campaigns in New Media environments
- Ideated and adapted projects based on objectives and metrics (email marketing, CRM, websites, and social media)
- Collaborated with national and international artists and creative teams