



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 designer specialized in **digital product, visual systems, and brand evolution** in tech environments.

I lead **end-to-end projects for digital products** and platforms, working closely with product and engineering teams to create clear, **consistent experiences** aligned with **business goals**.

EXPERIENCE

KAIRÓS MAY. 2018 — FEB 2026

— SENIOR PRODUCT & DIGITAL DESIGNER

Leading product design, brand evolution, and digital assets across platforms

- Led a full rebrand and rollout across 3 markets (Spain, Mexico, Peru), aligning brand, product, and communication during a period of company growth
- Contributed to brand and product evolution in a company with 800+ employees and €40M+ revenue, strengthening positioning across markets
- Built and scaled design systems across products and channels, improving consistency and delivery speed across teams
- Worked closely with product, engineering, and business teams, supporting alignment and decision-making in complex environments
- Led multi-channel campaigns (web, CRM, social, events, podcasts), growing digital presence across markets
- Strengthened internal brand adoption, improving consistency and cohesion across teams

FREELANCE PROJECTS MAR. 2014 — PRESENT

— VISUAL, BRAND & WEB DESIGN

- Delivered visual, brand, and web design projects across different industries
- Led end-to-end design from concept to final execution
- Worked directly with clients, adapting solutions to different needs and contexts

KIMIA OCT. 2017 — MAY. 2018

— VISUAL DESIGNER & FRONT

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

UNIDAD EDITORIAL APR. 2014 — OCT. 2017

— BRAND VISUAL & WEB DESIGN

- Designed digital and print assets for editorial campaigns across multiple brands
- Worked in a high-volume content environment within a large media group
- Developed visual solutions aligned with different brand identities

UNIVERSAL MUSIC GROUP MAY. 2012 — FEB. 2014

— NEW MEDIA & BRAND DESIGNER

- Designed digital assets for campaigns across CRM, social media, and web
- Supported audience engagement through multi-channel communication
- Collaborated with artists and creative teams in fast-paced environments