



## BELÉN TORRECILLAS

Art Direction, Visual Design, Video Edition

¡Hola!  
I'm Belén, and I'm Spanish.

To bring my ideas to life, I spend my days researching trends and experimenting with combinations of typography, colour, shapes, sounds, and movement.

I firmly believe that these elements form the foundation of the creative process to solve business problems and discover the right direction to achieve the ideal design.

I used to pursue perfection until I discovered I was mistaken. Perfection is what pursues us. It comes with practice, persistence, and passion for this. I imagine you know what I mean, right?

## LANGUAGES

Spanish +++++  
English ++++

## EDUCATION

2022 | Digital Art and Computer Science  
DeSales University, Pennsylvania, United States.  
Overseas Scholarship awarded by UCAM.

2019 | Adobe Illustrator CC Advanced Course  
Certitec Adobe Centre, London, United Kingdom.  
Intensive course in Illustrator for graphic design.

2011 – 2015 | Bachelor's Degree in Advertising and  
Public Relations.  
UCAM, Murcia, Spain  
Specialization in Design and Visual Arts.

## RECENT PROFESSIONAL EXPERIENCE

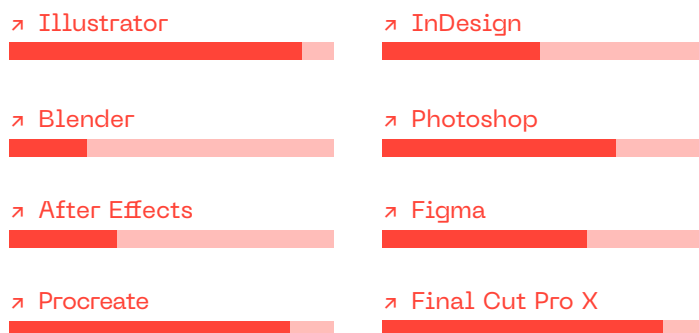
Betoto.Studio | Freelance  
Spain | February 2024 – Currently

AmazeWallet | Creative Directress  
Spain-London | Noviembre 2022 – Febrero 2024

ReMark Group | Visual Graphic Designer &  
Video Editor | Corporate Communication  
Department.  
London | February 2020 – June 2022

SCOR Group | Graphic Designer & Video Maker |  
Marketing Department.  
London | July 2018 – January 2020

## SOFTWARES



## SKILLS

- Art Direction
- Editorial Design
- UX/UI Design
- Brand Identity
- Motion Graphs
- Video Edition
- Social Media
- Data Visualisation
- Printing