paulo.hdzl6@gmail.com · +34 673 196 402 · Valencia, Spain · Open to remote · linkedin.com/in/paulohdzl · oktopustudio.com



# Paulo Hernández

ES · EN

## Brand Design Manager

Brand Design Manager with 10+ years in branding, web and presentations. As Xara's only brand designer I've delivered 100+ web projects since 2022. This year I built AI systems with Claude + Figma that let me produce launches, video and ~20 social posts a month, and turn my team's drafts into on-brand work.

Brand Systems · Design Systems · AI Design Workflows · Presentation Design · Web & Landing Pages

## Education

**Master's in Digital Creation**
Universidad Católica de Valencia · **2017**

**Diploma in Design & Visual Communication**
CENTRO, Mexico City · **2016**

**Diploma in Digital Communication & Multimedia**
CENTRO, Mexico City · **2013**

**Bachelor's in International Marketing**
Universidad del Valle de México · **2010**

## Software & Tools

Figma · Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Keynote · PowerPoint · Google Slides · Claude · ChatGPT · Codex

## Professional Experience

### Brand Design Manager
**Xara**
2022 – Now · Valencia · Remote

- Lead the brand of a US real estate marketing platform as the only designer in a three-person marketing team.
- **Built an AI workflow that turns landing pages estimated at 3–4 weeks of team work into a few hours, with developer-ready HTML, CSS and JS.**
- AI Social Media Manager launch: landing page in one day, pricing page, in-product plans screen, launch videos, onboarding tutorial and social teaser campaign.
- **100+ web projects for xara.com since 2022**, from full landing pages to new sections and updates.
- Built an AI market intelligence system in Claude that delivers a weekly brief and a monthly SEO report, plus the product playbook and brand guides the team works from.
- Created Xara's social visual system: ~20 posts and Reels a month, YouTube and Black Friday campaigns.
- Email templates, launch and nurturing emails, sales decks, one-pagers and AI image art direction.
- Built Claude skills that turn the team's drafts into on-brand emails, landings and documents.
- Created the product identities: Designer Pro+, Photo & Graphic Designer+, Web Designer+ and Xara Cloud.

### Brand Designer
**Freelance**
2018 – 2025 · Valencia · Remote

Vivere Stays · EME Skincare · Finnovating · Intelia · Creatant · Waffle Time · Bionline · Idoneo · Fourvenues · Lanzadera · AMG Legal

- Investor decks and one-pagers for startups, most with a visual identity I built from just a logo.
- Every investor deck client closed its round, including Discocil (now Fourvenues) and its €1M raise.
- Six years as AMG Legal's designer: website, dossier, icon set, flyers, print and LinkedIn campaigns.

### Brand Designer
**Transparent Intelligence**
2021 – 2022 · Madrid · Remote

- Built the colour guide, with chart palettes, and the Transparent + OTA Insight logo after the acquisition.
- Corporate presentations, investor decks and sales materials, plus product UI and animated Google Ads.
- Designed the 60-page Global Vacation Rental Report 2022 with Rentals United, plus regional reports.

### Presentation Designer
**Freepik (now Magnific)**
2020 – 2021 · Valencia · Remote

- Designed 50+ presentation templates published on Slidesgo, for Google Slides, PowerPoint and Keynote.
- Built the graphic resources inside each template: layouts, infographics, icons and illustrations.

### Graphic Designer
**QSM · Consultancy & Software**
2019 – 2020 · Valencia

- Website design and maintenance, brand identity and company presentations.
- Trade-fair stands, events, editorial ads in Moldpress, brochures, banners and newsletters.
- User manuals and UI redesign for the Gproy, MPS and GESAPP software.

### UX/UI Designer
**Welegal.es**
2017 – 2018 · Valencia

- Information architecture, UX flows and interfaces for the mobile and desktop product, plus landing pages.
- Created the full identity when Carcrash.es became Welegal: logo, typography, colour and gradients.
- Lead-generation campaigns, animated video, one-pagers and investor decks.

### Lead Project & Social Media Manager
**Follower · Digital Advertising**
2014 – 2016 · Mexico City

- Creative and social media lead for SABMiller (Miller Genuine Draft) and Grupo Bimbo (Ricolino, Barcel). Managed the copywriter and the designer.
- Content calendars, community management, reporting and the Mexican Soundclash and Mansión Miller.