

MANU DÍAZ MATEO

MARKETING · BRANDING
ARTIFICIAL INTELLIGENCE

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PROFILE

Graphic designer focused on marketing, branding and the creative application of artificial intelligence.

I bring together concept, identity and communication to build coherent brands across physical and digital environments.

I aim to contribute creativity and strategic thinking to a marketing team, with an adaptable, organised and collaborative approach.

EXPERIENCE AND PROJECTS

GRAPHIC DESIGN

Estudio Versus
2025

Created graphic assets in a creative studio, supporting visual identity development.

Adapted designs across formats while maintaining consistency across brand applications.

BRANDING AND MARKETING

ARCHETYPE
Academic project
2025 - 2026

Developed a premium sportswear brand concept, including its visual identity, marketing campaign and launch strategy.

Designed an integrated brand experience, from the initial concept to applications across retail, communications and digital channels.

EVENT DESIGN

HAC_R Creativo
End-of-year gala
2023

Designed the poster, invitations and photo backdrop for the school's end-of-year gala at the Zaragoza Museum.

Created an animated piece as part of the event's visual communications.

EDUCATION

DEGREE IN GRAPHIC DESIGN

HAC_R Creativo

2022 - 2026

ADVANCED VOCATIONAL DIPLOMA 3D ANIMATION, GAMES AND INTERACTIVE ENVIRONMENTS

CPA Salduie

2020 - 2022

ADDITIONAL TRAINING

SOCIAL MEDIA MARKETING

HubSpot

2026

LVMH MY CERTIFICATE

April - June 2026

2026

Character design for concept art
Digital tattoo design and illustration with Procreate

2021

SKILLS

FOCUS

Marketing and branding
Visual identity
Creative AI
Adaptability and teamwork
Time management

TOOLS

Adobe Creative Suite
Procreate · Figma
Blender
Social media
Digital interfaces

LANGUAGES

Spanish · Native
English · B2