

ANA TORRECILLA

I'm a Ux/UI/graphic designer with over 15 years of experience in brand design, user interfaces, typography, art direction, retail, and packaging. I believe in conceptual design and clear communication through minimal elements — creating timeless, meaningful work that lasts.

Please contact me if you think we can create something beautiful together!

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LATEST EXPERIENCE

Ux/UI Designer/ Philips

october 2020 - october 2025

Crafted the Lumea app experience within Philips' Grooming & Beauty division

Freelance Ui designer / Bugaboo

june 2020 - july 2020

Worked as a Freelance UI Designer for Bugaboo, creating digital concepts to be applied across their online touchpoints

Freelance Ui designer/ Heineken Company

july 2019 - april 2020

I worked with the Robotics & Automation and Digital Enablement teams, designing internal platforms and applications for employees

Freelance Ui designer / Akqa

october 2018 - june 2019

Designed the Toyota portal

Freelance Ui designer/ Adidas

october 2016 - october 2018

Worked with a team of seven freelancers over two years designing the Adidas app.

Freelance AD · Designer

march 2015 - october 2016

Agencies:

Iris Worldwide, KRFL, Vice Media, Superlarge, Calvin Klein

Clients:

Heineken, C&A, Diageo, W Hotels Hi-Tech, adidas, Kit- Kat, CK...
 Worked in digital advertising across several agencies, contributing to the design of websites, banners, newsletters, and toolkits, as well as projects in branding, editorial, packaging, and retail design.

PREVIOUS ROLES

Reggs / Amsterdam

july 2014 - march 2015 Art Director in a company mostly focused in retail and packaging

Nomads / Amsterdam

june 2013-july 2014 Ui Designer Working in the Pampers website, a facebook app for Pampers Baby book but also designing newsletters, smalls apps and video animations for Emirates

DPID / Amsterdam

february - may 2013 Graphic designer corporate identity, editorial and packaging

Forja ICC / Valencia

2011-2012 Art director · Designer corporate identity, editorial, advertising and web design

Brandcelona / Barcelona

2011-2012 Art director · Designer branding, retail and packaging

Joan Costa / Barcelona

2008-2009 Freelance designer branding and editorial design

Comunica / Murcia

2006 Graphic designer trainee branding ,corporate identity web and packaging design

Eduardo del Fraile / Murcia

june 2006 Graphic designer trainee corporate identity and packaging design

EDUCATION

ON/OFF Art Direction Master
 2011 Zink, Valencia

Master in Strategic & Creative Direction of Advertising and Communication
 2009 / 2010 University of Barcelona, Barcelona

Graphic Design Degree
 2005 / 2008 Istituto Europeo di Design, Barcelona

Law Degree
 1998 / 2004 University of Murcia, Murcia

COMPLEMENTARY EDUCATION

Advanced Certificate of Cambridge Univ. 2008
 First Certificate of Cambridge Univ. 2006
 Driving license 2006
 Professional photographic courses 2006-2010
 Pati Nuñez Workshops 2010
 Volunteer in Casa Migrante Foundation working as an English teacher for Spanish speakers 2015

SKILLS

Online and media communication
 Project and print production management
 Agile mindset & illustration skills
 Team-oriented, action-driven, humble perfectionist



●●●●● Native
 ●●●●● Fluent
 ●●●●● Advanced
 ●●●●● Basic