







# IRENE MATEOS

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## SKILLS

ADOBE CREATIVE   
FIGMA   
TOON BOOM H.   
MS OFFICE 

## INTERESTS

DRAWING   
PIZZA   
GYM   
COMICS 

## Work experience

**Okticket** | 2021 - 2022/ 2023 - now

### Visual / Brand & MKT Designer

Design and execution of the Style Guidelines, across all platforms (brand, product, web, print, social media, events...) in close collaboration with Development team and Marketing department.

Design of UX/UI proposals and high-fi prototypes, for new features, improvements, problem-solving, or client requests.

Conception of corporate illustration, with application in micro-animations used for product, corporate communication and video edition.

**Pokayoke** | 2022 - 2024

### Co Founder / Visual Lead

Responsible for visual proposals (web, design, illustration, social media...)

Close collaboration with the team to define the creative and visual direction of the projects

Client management and presentation of visual proposals to ensure satisfaction and alignment with expectations.

**Merkle** | 2019 - 2021

### MKT Designer / Experience Designer

Marketing Department: Graphic materials for communication, video editing, illustration, iconography system, merchandising, events, etc.

Customer Experience Department: conception and design of experiences, customizations, and data-driven testing for clients, along with developing targeted Display campaigns tailored to the designated audience.

**The Angry Metal Co.** | 2016 - 2019

### Visual Development Artist / Clean-up

Creation and design of characters, development of concept art and color charts.

Creation of layouts for scenes and compositions.

Execution of clean-up tailored to production.

Participation in: I am Baghvan (cancelled), Fixing Apu, Dark All Day, Ben & Jensen In Da Arcade, The End of Pokemon, and Guardians of Justice.

**Eneri Mateos** | 2014 - 2018

### Freelance Graphic Design & Illustration

Creation of visual identities for clients and companies across various sectors.

Digital and traditional illustration for editorial, commercial, and multimedia projects.

Collaboration with Freepik (2015-2017), creation of design and illustration resources.

Work with Geff Sport (2014-2016): design of sports uniforms, including pattern management.

Collaboration with Dolphin A&M (2014-2016): creation of visual resources and illustrations for video, including freehand drawing set recordings.

## Education

**BA in Graphic Design** | 2008 - 2012

**Superior Art School of Asturias ESAPA**

**Illustration** | 2012 - 2015

**School of art of Oviedo**

