

VÍCTOR SECO

Senior
Brand
Designer



+34 693 300 361



victorsecocamara@outlook.com



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Víctor Seco De Herrera Cámara



victorseco.es

"Creative Strategy & Visual Narratives."

Senior Designer & Brand Strategist with a 360° integrated approach. Specialized in building brand ecosystems, I manage projects end-to-end: from strategy and visual identity to UI/UX design and content production. My Fine Arts background enables me to transform business objectives into cohesive, high-impact visual narratives across all digital and physical touchpoints.

Experience #01 / August 2019 - August 2025

FRESQHO GROUP - Head of Design

New Brand Creation & Development

UI / UX FrontEnd Web Design

Wordpress Web Development

Packaging & Final Artwork

Photography / Video / Editing

Experience #02 / February 2019 - August 2019

SAO BRANDING - Multimedia Designer

Marketing Campaign Development

UI / UX FrontEnd Web Design

Commercial Photography & Editing

Video Production

Experience #03 / March 2018 - February 2019

WE ARE KNITTERS - Graphic Designer / Photo

Social Media Content Design & Development

Commercial Photography & Editing

Video Production

Newsletter Management & Campaign Reporting

Education

BFA – Rey Juan Carlos University (URJC)

Languages

Spanish (Native)

English (Technical / Intermediate Level)

Software & Tools

- **Design & Branding:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- **Web & Technology:** WordPress, Elementor, HTML/CSS Structure.
- **Video & Photography:** Premiere Pro, After Effects, Lightroom.

Skills

Creative & Art Direction

Project & Team Management

Strategic Thinking

Visual Communication & Storytelling