

## Clara Olazagoitia Zevallos - Hodeiart

### Skills and Awards:

- **Languages:** Native Spanish, English C1 (certified by IELTS)
- **Skills:**
  - Office Suite: Word, Excel, PowerPoint
  - Graphic Design: Photoshop, Illustrator, InDesign, Figma, Procreate, Clip Studio Paint, Canva.
  - Animation and Video: TVPaint, C4D, 3D Max, Premiere, After Effects, CapCut
  - Programming Languages: HTML, CSS, JavaScript, Java, and Python. Proficient in WordPress
- **Professional Competencies:**
  - Strong team player with leadership abilities, skilled in motivation and team management.
  - Problem-solving oriented with a commitment to high quality standards.
  - Assertive communication and active listening in all contexts.
- **Awards:**
  - 2nd Place – English Essay Contest, Konkuk University (2023)
  - 1st Place – XII Short Story Competition, Nebrija University (2021)

### Working Experience:

#### **Freelance Designer - ExpertIOT SL**

**Sep 2022 - Now**

- Led 20+ creative projects from concept to delivery, consistently meeting deadlines while upholding high-quality standards.
- Applied advanced skills in Adobe Photoshop, Illustrator, and InDesign to deliver visually compelling content tailored to client needs.
- Managed all phases of the design process independently, including scoping, client collaboration, revisions, and delivery.
- Enhanced client satisfaction through effective communication, gathering feedback and translating it into actionable design solutions.
- Designed and developed responsive websites using WordPress, ensuring seamless performance across desktop and mobile devices.
- Customized and configured themes and plugins to meet diverse client requirements.
- Improved UI/UX by implementing modern design principles, resulting in measurable increases in engagement and usability.
- Provided ongoing technical support and maintenance for websites, including performance optimization, debugging, and issue resolution.

#### **Digital Design Intern - La Otra FP**

**Nov 2024 - May 2025**

- Partially managed 4+ social media platforms (Instagram, TikTok, LinkedIn, WhatsApp), ensuring consistent brand-aligned communication.

- Created and edited 75+ videos for TikTok, Instagram, and Meta Ads, optimizing content formats to boost platform-specific engagement.
- Designed 40+ visual assets, including posters, signage, and decorative vinyls, strengthening the center's visual identity.
- Contributed to the development of 3+ monthly editorial calendars, aligning content strategy with marketing goals and seasonal events.
- Supported the organization of internal events, leading visual promotion and content rollout across social channels.

### Education:

**Konkuk University** (Seoul, South Korea) – Exchange Year (GPA 3.93)

Skills acquired:

- Verbal and written communication, teamwork, and research skills in English and Korean
- Programming in Java, C++ with Unity, and Python
- Proficiency with tools such as C4D, Adobe Premiere, and After Effects

**Nabrija University** (Madrid, Spain) – BA in Digital and Multimedia Design

Skills acquired:

- Verbal and written communication, teamwork, and research skills
- Proficiency in Adobe programs such as Photoshop, Illustrator, InDesign, and WordPress, and other programs such as Figma.
- Experience working with equipment in the Nebrija FabLab, part of the MIT Fab Lab network
- Programming in HTML, CSS, and JavaScript

**Colegio Valdefuentes** (Madrid, España) – High School Diploma