

Sofia Alcalde Trujillo

GRAPHIC DESIGNER
UX/UI DESIGNER

CONTACT

Nationality	Spanish / Venezuelan
Location	Madrid, Spain
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Available from	September 2026

ONLINE INFORMATION

Portfolio	Click here to open the drive folder
Linkedin	www.linkedin.com/in/salcaldet/
Behance	www.behance.net/sofiaalcalde1

EDUCATION

Bachelor Degree (2020-2023)
Istituto Europeo di Design | IED Milan, Italy |
Visual Communication Design | Graphic Design (English Course)

- Class representative & Buddy Program

Bachelor Degree (2016-2020)
University of Navarra | Pamplona, Spain |
Business Administration

COMPUTER SKILLS

Adobe Illustrator	Canva
Adobe Photoshop	Claude
Adobe InDesign	Midjourney
Figma	Microsoft PowerPoint

UXCEL CERTIFICATIONS

User flows	HTML for beginners
Wireframing	Responsive design
Prototyping	+13 more certificates

LANGUAGES

- Spanish (Native)
- English (Upper Intermediate - B2)
- Italian (Intermediate - B1)

ABOUT ME

UX/UI and graphic designer with 3+ years of hands-on experience designing digital products, interfaces and visual communications. Comfortable across the full design process, from user research and wireframing to polished final UI. Background in business administration gives a strong instinct for understanding user needs within real strategic and commercial contexts. Detail-oriented, collaborative and eager to grow within a creative design team.

EXPERIENCE

Junior Graphic Designer & DTP Consultant
Monitor Deloitte | November 2024 - present | Madrid, Spain

- Applied visual communication and information hierarchy principles to transform complex data into clear, structured presentations; skills directly transferable to UX content design
- Worked directly with senior consultants to understand communication goals and refine visual outputs, developing strong skills in stakeholder management and design feedback cycles
- Managed resource scheduling for the design team, tracking workloads and deadlines across multiple simultaneous projects.
- Ensured visual consistency across all outputs in line with strict brand identity guidelines

Junior Layout Designer
Bulletproof | October 2023 - October 2024 | Madrid, Spain

- Designed brand and layout materials for a range of clients, presentations, packaging and digital content , ensuring visual and brand consistency across all formats
- Managed multiple client briefs simultaneously in a fast-paced agency environment, maintaining quality and meeting tight deadlines
- Collaborated with senior designers and account teams from brief through to final delivery

UX/UI Designer
Choisir Marketing | May 2022 - October 2022 | Remote: India

- Led end-to-end UX/UI design for client websites and digital products for 3+ clients across India and the US using Figma, independently managing the full process from wireframes to final UI
- Designed user interfaces balancing visual appeal with usability — implementing clear navigation flows and consistent visual systems across multiple platforms
- Gathered and applied user feedback to iterate on designs and improve functionality and overall experience.
- Collaborated with marketing teams to align design decisions with campaign objectives and business goals

PROJECTS

Fundación Alcalde Varela | Secretary & Board Member · Designer
2024 – Present · Remote

Cultural non-profit dedicated to promoting arts and culture. Designed event posters for the XX Agasallo a Luís Seoane cultural tribute, in collaboration with the Concello de Boiro (distributed via Concello's Instagram and printed materials). Captured 150+ photographs at the Etérea Experience at the Teatro Real de Madrid for the foundation's website. As Secretary of the board of trustees, responsible for signing official foundation documents

TravelTroop | Mobile App | UX/UI Design

Designed a travel app from concept to final UI, including user research,user flows, wireframes and high-fidelity screens focused on intuitive group trip planning
Tools: Figma