mailen musso*

Available for fully remote work · Barcelona, CET · maimusso.com · mailenmusso@gmail.com · +34 610 925 004

Mailén Musso. Brand & Campaign Designer focused on campaigns, AI and web design.

Digital Graphic Designer · Web · Branding · Motion

About

Digital graphic designer with over 10 years of experience in agencies and brand projects, specialised in pieces for digital and offline channels, communication campaigns, social media content, branding and web design in WordPress and Figma. Used to developing creative concepts and adapting them to multiple formats, from static and animated pieces to print and audiovisual content. At Frekuent, a Barcelona fintech, I run 360° campaigns and use AI daily: skills, automations and AI video.

Experience

Frekuent

Brand & Campaign Designer
Fintech · Barcelona · June 2026 – Present

* Design and execution of end-to-end 360° campaigns: creative concept, communication strategy and adaptation to every channel.
* Design of campaign landing pages and marketing emails focused on acquisition and conversion.
* Ads for Meta and other paid media platforms, with variants for testing and optimisation.
* Generative AI built into the creative process: skills and automations that cut production time and standardise brand deliverables.
* Production of videos and visuals with AI tools for social media and campaigns.
* Sales materials (decks, one-pagers, brochures) for the sales team.
* Print pieces and materials for trade shows and events, keeping the brand consistent across every touchpoint.

Marka Digital

Digital and web designer
Barcelona · 2024 – 2026

* Wireframes and visual proposals in Figma for websites and landing pages.
* Design, build and management of WordPress sites with Elementor.
* Adaptation of visual pieces to different digital formats, ensuring brand consistency and usability.
* Collaboration on digital projects combining visual design, web structure and the client's communication needs.

Neue Studio

Graphic and web designer
Guadalajara, Mexico · 2020 – 2025

* Graphic content for social media and digital campaigns.
* WordPress website design with Divi and Elementor.
* Branding and visual identity for a range of brands.
* UI design in Figma and Adobe XD for digital products.
* Motion graphics for campaigns and online communication.

By Duo

Graphic and web designer
Los Cabos, Mexico · 2020 – 2024

* Visual concepts for digital campaigns and presentation materials.
* Landing pages, microsites and pieces tailored to different communication goals.
* Mobile-first interfaces focused on visual experience and clear navigation.
* Brainstorming, creative proposals and production for clients across different industries.

Earlier experience

Mexico and Argentina · Since 2014

* Graphic designer at agencies in Mexico and Argentina.
* Branding, graphic and web design for fashion, food and lifestyle brands.
* Design and animation of TV commercials, social media animations and video transitions.

Skills

Brand design
Communication strategy
Email marketing
Social media
Generative AI
Sales enablement
UI and web design
Campaign design
Branding and identity
Meta Ads and paid media
Motion graphics
Automations
Trade shows and events
Remote work
360° campaigns
Landing pages
Performance creative
AI video
AI skills building
Print

Technologies and education

Technologies
Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma, Adobe XD, WordPress, Divi, Elementor, HTML5, CSS3, JavaScript, PHP, MySQLi

AI and marketing
Claude, ChatGPT, Magnific, Meta Ads Manager

Education
Degree in Graphic and Digital Design · University of Buenos Aires

Training
Full Stack Programming course · CPE-BASE, Barcelona

Languages
Spanish (native), English (C1), Catalan (A1)

Contact
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