

BYRON GUZMAN

📍 (11204) | Algeciras, Cádiz

☎ (+34) 613 47 93 58

✉ guzman.byron@gmail.com

🌐 panelandsoul.com

Web Design & Layout:

WordPress, Elementor, basic UI/UX, creation and structuring of responsive websites.

Graphic Design & Branding:

Photoshop, Illustrator, Affinity Designer, creation of brand mascots and advertising assets.

Video Creation & Editing:

CapCut, production of UGC video and dynamic social media content.

Innovation & Technology:

Integration of Artificial Intelligence (AI) applied to design, content generation, and creative automation.

Languages:

Spanish (Native) | English (Upper-Intermediate/Advanced / B2-C1).



PROFESSIONAL PROFILE

Graphic Designer and Web Developer with over 18 years of experience in visual identity creation, web development, and creative content production. A dynamic and highly adaptable professional, specializing in integrating advanced Artificial Intelligence (AI) tools to optimize workflows and elevate creative projects. Passionate about transforming ideas into impactful, functional visual solutions.

WORK EXPERIENCE

Freelance Graphic, Web, and Creative Designer (**Panel & Soul**)

Period: 2018 – Present (8 years)

Conceptualization and end-to-end development of brand identities, branding, and visual strategies for diverse clients.

Design, layout, and implementation of optimized websites using WordPress and Elementor.

Production of multimedia content and promotional videos (UGC and advertising styles) for digital campaigns.

Application of Artificial Intelligence tools to accelerate design processes and generate graphic assets.

Senior Graphic Designer | Solución Web (solucionweb.com)

Period: 2008 – 2018 (10 years)

Led the graphic design department for technology and corporate projects.

Designed web interfaces, graphic elements, and digital and print advertising materials.

Collaborated directly with clients and development teams to define visual and functional requirements.

ACADEMIC BACKGROUND

Diploma in Design & Web Development Institution: BCIT – British Columbia Institute of Technology Location: Vancouver, BC, Canada