

Álvaro Machuca

Brand & Web Designer

Specialized in **visual identity**, **brand strategy** and **web design**. To me, design is not just about making something look good, but about creating experiences that connect with people. I combine design and **no-code** development with **AI**, and I want to join a team where design and technology are part of everyday work.



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Location
Madrid · EU work permit (NIE)

Website
alvaromavic.com

Experience

Freelance Designer [↗](#) Brand Strategist · Web Designer

Jan 2025 — Present

- I define **brand strategy**: research, positioning and value proposition.
- I design complete **visual identities**: logo, graphic system and applications.
- I build **websites** in Webflow, WordPress + Elementor and Framer, optimized for **SEO**.
- I build websites with **Claude Code** and **Codex** and create images and video with **Higgsfield**.

Want Agency [↗](#) Branding · Web · SEO · Digital advertising

2024 — 2025

- Owned the **agency's brand**: logo, identity and **SEO-optimized website**.
- Built **Shopify online stores** for clients.
- Managed **SEO strategy**: technical audits with **Screaming Frog**, keyword research with **Google Keyword Planner** and on-page optimization.
- Researched topics and related searches to write **SEO blog content**.
- Launched **campaigns** on **Meta Ads** and **Google Ads** and designed their **performance reports**.

Macsen Agency [↗](#) Brand Strategist · Web Designer

2022 — 2024

- Owned the **agency's own branding and website**.
- Defined **brand strategy** for clients: market, positioning and archetypes.
- Designed **visual identities** and **brand guidelines** for agency clients.
- Designed and built **websites** in WordPress + Elementor and **WooCommerce online stores** for clients and the agency.
- Created assets for **brand launches** and digital campaigns.

StaffDigital [↗](#) Web Interface Designer · UI

Mar 2019 — Oct 2022

- Designed **web interfaces** in **Figma** for clients, from wireframe to prototype.
- Built sites in **WordPress + Elementor**, **landing pages** and **online stores**.
- Worked closely with **front-end and back-end teams** and **WordPress developers**.

Novacons Construction [↗](#) Graphic & Web Designer

Jan 2019 — Mar 2019

- Owned the **corporate website** in WordPress + Elementor and the **sales materials**.

Fórmula — Marketing Agency [↗](#) Graphic Designer · Branding

Oct 2018 — Dec 2018

- Designed **logos**, **brand guidelines**, **packaging** and social media assets.

Education

EAE Business School Dec 2025
Master's in Marketing & E-commerce

Coursera Dec 2022
UX/UI Course — User Research

Brand Master Academy Feb 2022
Brand Strategy Specialization

UCAL University Dec 2021
Advertising Graphic Design — Corporate Identity · Diploma in Corporate Communication

Skills

STRATEGY

Brand strategy Branding
Naming Meta & Google Ads

DESIGN & WEB

Visual identity Web design · UI
E-commerce CMS SEO

ARTIFICIAL INTELLIGENCE

Applied AI & LLMs
AI image & video
AI-built websites
AI agents & MCPs

Tools

DESIGN, WEB & ADS

Figma Ai Illustrator
Ps Photoshop C Canva
W Webflow W WordPress
Woo WooCommerce
E Elementor F Framer
S Shopify M Meta Ads
G Google Ads

AI

Claude Code Codex
Higgsfield

Languages

Spanish Native
English Advanced

Digital portfolio
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