



ANA MARIA "MARA" HENAO
DIGITAL & BRAND DESIGNER

ahenao19@gmail.com | +34 722190683
www.linkedin.com/in/marahenao | behance.com/marahenao

Based in Barcelona, España

RESUME

With 18+ years of cross-disciplinary experience, I create strategic digital solutions (UI/UX, WordPress) and cohesive brand systems for agencies, startups, and global clients. Expert in Adobe Creative Suite and Figma, I bridge aesthetics and functionality to deliver impactful designs that connect brands with their audiences. My agile approach (Trello/Asana/Jira) ensures efficient project execution from concept to final delivery.

Key strengths: Full-spectrum digital & graphic design • Brand identity development • User-centered solutions.

EXPERIENCE

(2010-2025) SENIOR DIGITAL DESIGNER at Freelance

Work with diverse clients in Spain and Colombia, delivering UI/UX design, branding, and web solutions across publishing, real estate, and wellness sectors. For Editorial Comba, develop complete visual identity, design editorial layouts, and built a WordPress website to promote authors and boost engagement, supported by cohesive digital marketing assets.

For clients including El Parlante, Querytek, CRESIB, BLF Inmobiliaria, create brand identities, UI interfaces, landing pages, and provide visual design services. Designed websites from concept to CMS implementation, design systems, and high-impact social media content. Deliver assets using Figma, Adobe Suite, and Canva, collaborating with IT and Marketing via Asana, Jira, Trello under Agile methodology.

(2016 - 2024) SENIOR VISUAL & UI DESIGNER | BRANDING & ART DIRECTION at Denkss

Delivered high-end digital ecosystems (websites, interactive media) and full branding packages for premium clients. Created integrated 360° campaigns (digital/print) including final art production for luxury print materials. Drove 30% performance lift across marketing initiatives while streamlining workflows via Asana. Expert in merging strategic design with tech innovation for discerning audiences. Blend strategic design with emerging tech trends. Successfully management of +75 projects in total, covering all aspects of the brand digital strategy (naming, logo design, identity, usability, digital presence, etc.)

(2020 - 2023) SENIOR UI/UX & BRAND DESIGNER at Buddy Service App (Freelance)

Inclusive Product Lead for disability-tech app Buddy Service: Owned UX, branding (logo/website), and investor pitch materials while optimizing Agile workflows. Expert in translating accessibility requirements into intuitive interfaces.

(2015 - 2017) UI & GRAPHIC DESIGNER at BeYou App (Freelance)

Creation of user-friendly interfaces + supporting branding/marketing/social media materials to boost engagement and promote self-care values, while ensuring brand consistency across all channels.

(2014) UI/UX DESIGNER at Optimyzet

UX Strategy for banking, sports and social impact sectors, Metric-driven design (+40% engagement growth) and Technical-design mediation aligning stakeholders.

(2008 - 2009) WEBMASTER & IN-HOUSE CREATIVE at STF GROUP

Redesign of E-commerce retail website, Managed 360° digital campaigns (ads, email, social media) with cohesive visual storytelling, Served as brand guardian across all touchpoints (print/digital).

(2007) WEB & GRAPHIC DESIGNER at UNIVERSIDAD DEL VALLE (DINTEV)

Design assets and graphics for E-learning Platform for postgraduate and virtual master's courses.

EDUCATION

BAU, Centro Universitario de Diseño (Barcelona, Spain)

Postgraduate in Digital Publishing, Digital publications, ebooks for iPad/Android (2013 - 2014)

BAU, Centro Universitario de Diseño (Barcelona, Spain)

Postgraduate in Design Management, Project Management, Design Thinking (2012 - 2013)

ELISAVA Escola Universitària de Disseny i Enginyeria de Barcelona (Barcelona, Spain)

Master's Degree in Digital Project Design and Management, Web page - User experience (2011 - 2012)

UNIVERSIDAD DEL VALLE (Cali, Colombia)

Bachelor's Degree in Graphic Design (2000 - 2006)

LANGUAGES

English (intermediate), Catalan (intermediate) and Spanish (native)

SOFTWARE SKILLS

Adobe Suite (XD, Indesign, Photoshop, Illustrator), Figma, Canva, Google Analytics, Wordpress, Mailchimp, Asana, Trello, HTML & CSS.

FIELDS & TECHNIQUES

User interface design, User centric design, Prototyping, Information Architecture, Research, Layout, marketing campaigns, Final artwork for printing.