

Ricardo Colomer Goenaga

Graphic designer with experience in Fashion and Automotive Industry



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Sweden



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PROFICIENCY

E-commerce graphic design
Mail Marketing, art direction campaigns.
Crypto and NFT experience.
Product graphic design.
Color and Trim Design
Automotive Concept Strategy
Color, Materials, & Finish-
es/CMF Tooling & Textile Design
Creative Direction Automotive
Experience
10 + years using Adobe Photo-
shop & Adobe Illustrator
Illustration
Story Telling
Graphic Design
Modern Fashion & Trends
Automotive Experience
Strategic Partnerships

LANGUAGES

English (Fluent)
Spanish (Native)
Catalan (Native)
Japanese (Basic)

CAREER SUMMARY

Dynamic and multifaceted Designer with a passion for delivering solutions that improve every aspect of the design journey. Highly skilled creative with expertise in fashion and CMF.

Dedicated and thoughtful with the ability to provide creative direction from concept to production. Well adept in supporting the discovery of new resources and trends with an eye on sustainability. Comfortable communicating graphic design using visual solutions along with commercial, art direction departments & other stakeholders.

Holds a Bachelor of Motion Graphic Design & keeps a thumb on the heartbeat of new fashion, trends and materials.

PROFESSIONAL EXPERIENCE

CMF Designer | Zeekr | Sept 2023 - Present

- Lead CMF designer at Zeekr

Design/Marketing Direction | Bolboreta LLC | Japan (Remote) | Oct 2021 - June 2023

- Creative direction, design and Marketing strategies. Successfully introduced our own products into the online market

CMF Designer | SEAT-CUPRA | Martorell, Spain | Mar 2021 - Oct 2021

- Enhanced perceived value by exploring new ways to create disruptive tools and graphics, while assisting with both concept and production cars.
- Collaborated with internal stakeholders and management to develop the CUPRA concept strategy from scratch.
- Redesigned seat graphics, armrests, door panels, rocker panels, and exterior parts; and designed surfaces, C&T, and graphics for accessories.
- Fully Designed the Color and Livery of the "Urban Rebel", exposed in multiple car shows and published internationally.

E-Commerce Designer | Bershka | Tordera, Spain | April 2018 - April 2019

- Proven ability to design campaigns from conception to implementation and analysis of performance metrics.
- Extensive experience designing homepage layouts and mail marketing projects in collaboration with the art direction and commercial teams.
- Proficient in analyzing market needs and trends to inform design decisions.
- Expertise in audience segmentation, A/B testing, and other strategies to drive engagement and conversions.

EDUCATION

Bachelor Graphic Design | IED Barcelona | Sep 2014 - Aug 2018

- Developed projects in concert with CCCB & other major Institutions; and acquired and/or polished a number of new skills.
- Learned all about the ideation and development of colors, typography, and composition.

CBI Project | CERN | Geneva, Switzerland | Sep 2017 - Dec 2017

- Engaged with researchers and students at CERN to help discover novel solutions for the future of humankind.
- Utilized technologies to assist with a vast array of projects to help meet rising, social-driven needs.