



Portfolio | 2025

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nicolasgarciaesign@gmail.com

Clients



FACEBOOK



PERONI
ITALIA



nationalgrid



BIOSSANCE™

JVN

ROSE INC

ABOUT

A passionate and innovative **Creative Designer, Art, and Creative Director** with over **15 years of experience** delivering impactful designs across a spectrum of industries. Specializing in **events design** and **branding**—with notable clients such as **Facebook, Instagram, Peroni, BMW, National Grid, and Pokémon**—I craft bespoke solutions that elevate brand narratives and visual identities. Advanced expertise in **illustration** and **photography**, combined with proficiency in **animation** and foundational **UX knowledge**, allows me to bring a holistic and strategic approach to design challenges.

My expertise in **UI design** is enhanced by my proficiency in tools such as **Figma, Sketch, Adobe XD, WordPress, Framer, Webflow, etc** allowing me to create seamless and engaging digital experiences. I also bring three years of **experience in the property sector**, working with a **high-end architecture practice**, where I developed a deep understanding of **luxury aesthetics** and **design precision**.

In addition, I have extensive experience in the **gaming industry, podcast industry,** and **beauty industry**, where I developed a wide range of social media assets, including both static and animated content, to drive engagement and brand growth.

My portfolio spans a diverse range of clients, including global leaders such as **Facebook, Instagram, Ikea, Unicef, Discovery Channel, DreamWorks, BMW, Mini, Mercedes-Benz, Virgin Media, National Grid, Pokémon, Peroni, and Boots**. Whether it's **corporate branding, digital experiences, or original design solutions**, I am committed to exceeding expectations and bringing concepts to life with precision and artistry.

VIEW PROJECTS

DOWNLOAD PDF PORTFOLIO

MANAGEMENT SKILLS:

Complex Problem Solving, Team Management, Project Management, Communication & Leadership skills.

COURSES:

The Leadership Efficiency Programme - Part 1
Jan 2019 - Jun 2019

The Leadership Efficiency Programme - Part 2
Jan 2020 - Jun 2020

SOFTWARES:

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
After Effects
Adobe XD
Sketch
Figma
Microsoft Excel
Microsoft PowerPoint
Keynote
Wordpress
Splashthat
Canva
Framer
WebFlow
Pitch



EDUCATION:

University of West London
Bachelor of Arts (B.A.)
Graphic Design (Visual Communication and Illustration)
2011 - 2014

Escuela de Arte de Sevilla
Certificate of Higher Education (HNC)
Advertising Graphics
2007 - 2009

I.E.S. Politecnico Sevilla
General Certificate of Education (GCE)
Art Studies
2004 - 2007

LANGUAGES:

English, Spanish and Italian

ACHIEVEMENTS:

Project featured in **Behance:** Homemade Typography
2012
[View project](#)

FREELANCE

Senior Digital Designer/ Animator HICX

Feb 2025 – Jun 2025
London, United Kingdom
Remote

Senior Graphic Designer Altadicta

Feb 2025
London, United Kingdom
Onsite

Senior Event Designer/ Animator Main Street Events

Nov 2024 – May 2025
London, United Kingdom
Remote

Senior Event Designer/ Animator Informa Tech

Mar 2024 – Oct 2024
London, United Kingdom
Remote

Senior Event Designer Hub

Feb 2024 – Feb 2024
London, England, United Kingdom
Remote

Senior Event Branding Designer Live Union

Feb 2023 – Feb 2023
London, United Kingdom
Remote

Senior Event Branding Designer Ascend Global Media

Feb 2023 – Feb 2023
London, United Kingdom
On-site

Senior UI Designer RAPP

Nov 2022 – Feb 2023
London, United Kingdom
Hybrid

Senior UI Designer/ Animator VoucherCodes

Dec 2022 – Dec 2022
London, United Kingdom
Remote

Senior Branding Designer Hot Pickle

Nov 2022 – Nov 2022
London, United Kingdom
Remote

Senior UI Designer Gala Games

Aug 2022 – Nov 2022
London, United Kingdom
Remote

Senior Event Designer/ Animator The Croc

Sep 2022 – Oct 2022
London, United Kingdom
Remote

Senior Graphic/Digital Designer RAPP

Mar 2022 – Jul 2022
London, United Kingdom
Hybrid

Senior Branding Designer 20.20 Limited

Feb 2022 – Mar 2022
London, United Kingdom
Remote

Senior Creative Designer CircleSquare

Jan 2022 – Jan 2022
London, United Kingdom
Remote

Senior Graphic Designer Agency Space

Dec 2021 – Jan 2022
London, United Kingdom
Remote

Senior Digital Designer Radancy

Nov 2021 – Dec 2021
London, United Kingdom
Remote

Senior Digital Designer/ Animator Money20/20

Jun 2021 – Nov 2021
London, United Kingdom
Remote

Senior Graphic/Digital Designer RAPP

Jun 2021 – Jun 2021
London, United Kingdom
Hybrid

Senior Graphic Designer Business Reporter

May 2021 – May 2021
London, United Kingdom
Remote

Graphic/Packaging Designer and Illustrator

BNKR BEER
Apr 2021 – May 2021
Seville, Spain
Remote

Senior UI Designer MADE ABROAD

Jan 2021 – Apr 2021
London, United Kingdom
Hybrid

Senior UI Designer/ Animator Edelman

Mar 2021 – Apr 2021
London, United Kingdom
Remote

Senior Graphic Designer ERTL DESIGN

Mar 2021 – Mar 2021
London, United Kingdom

Senior Digital Designer Business Reporter

Jan 2021 – Mar 2021
London, United Kingdom
Remote

Senior UI Designer We Are Family

Jul 2020 – Oct 2020
London, United Kingdom
Remote

Senior Graphic Designer WPP

Oct 2019 – Oct 2019
London, United Kingdom
Remote

Senior Digital Designer Walgreens Boots Alliance

Sep 2018 – Nov 2018
London, United Kingdom
On-site

Graphic Designer

DW&Honeymoons Abroad Magazine
Dec 2014 – Mar 2015
London, United Kingdom
On-site

Graphic Designer

Atlantic Media
Aug 2014 – Nov 2014
London, United Kingdom
On-site

Graphic Designer

Metropolis Studios
Jan 2012 – Apr 2012
London, United Kingdom
On-site

Graphic Designer

Marín & Asociados S. A.
Jan 2009 – May 2009
Seville, Spain
On-site

PERMANENT

Senior Digital Designer/ Animator Phonic Content

Mar 2024 – Sep 2024
London, United Kingdom
On-site

Head of Design

Amyris
Apr 2023 – Dec 2023
London, United Kingdom
Hybrid

Head of Design

Ascend Global Media
Nov 2018 – Jul 2020
London, United Kingdom
On-site

Senior Event/ Graphic Designer

We Are Family
Nov 2017 – Nov 2018
London, United Kingdom
On-site

Senior Graphic Designer Madigan Browne Chartered Architects

Mar 2015 – Nov 2017
London, United Kingdom
On-site

Director, Graphic Designer, Illustrator, Web Designer, Photographer

La Vectoria
Jan 2009 – Sep 2010
Seville, Spain
On-site

Graphic Designer & Photographer

Cocoloco Studio
Jan 2008 – Jan 2009
Seville, Spain
On-site

nationalgrid



PRINCIPAL PARTNER
**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

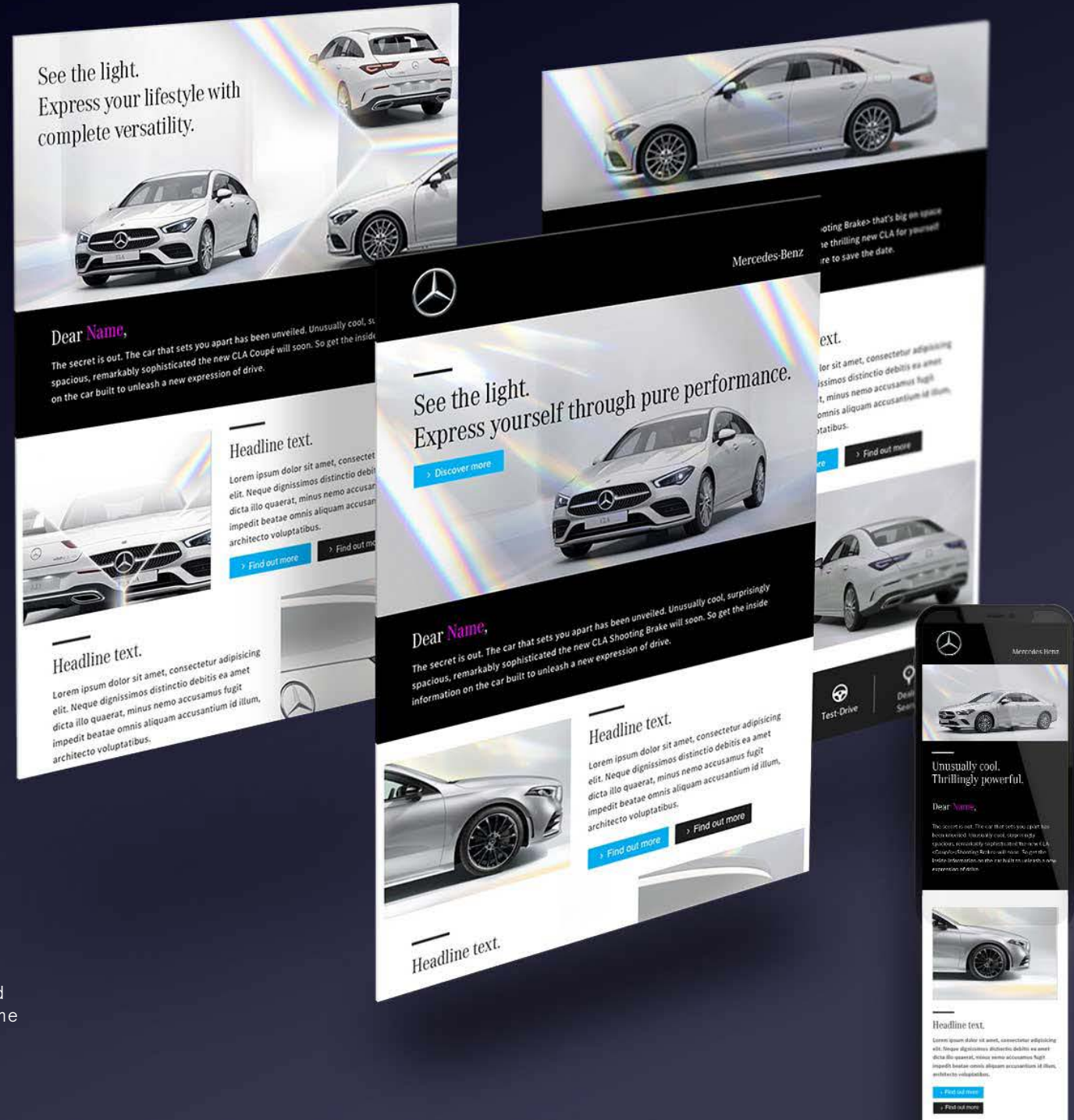
IN PARTNERSHIP WITH ITALY



WhenToPlugIn: App Design

The new app tells you the best times of day to 'plug in', so you can make smarter energy choices at home; saving those energy intensive tasks for when they'll have the least impact on the planet





Mercedes Benz: New CLA Campaign concept

Based in some reference provided by Mercedes I had to develop a new concept for the new CLA class. Some keywords provided were: Luxury, Prism or Diamond.



Mercedes Benz: CLA Hero Banner Animation

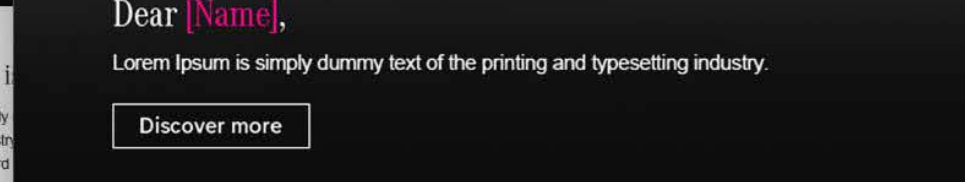
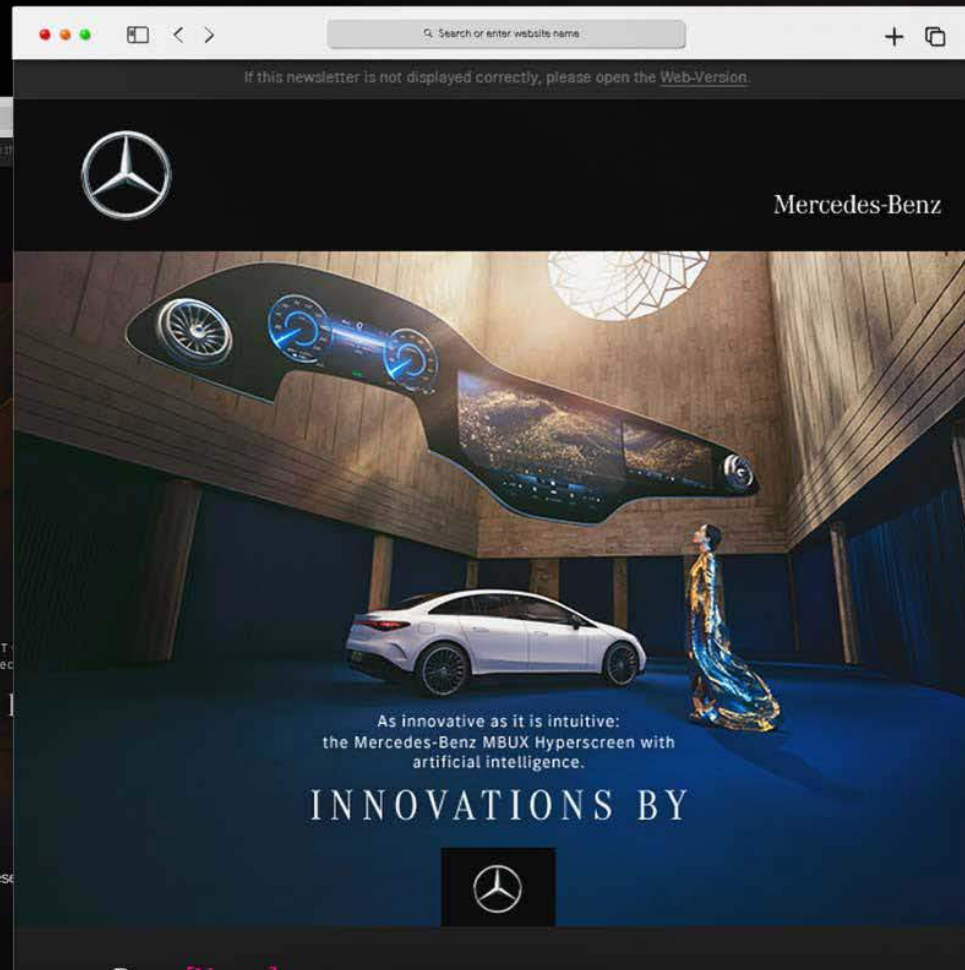
Hero banner animation based on the concept developed in the previous page artwork.

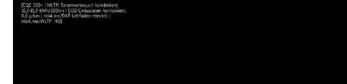
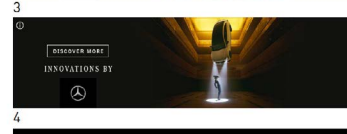
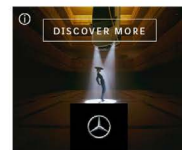
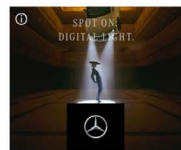
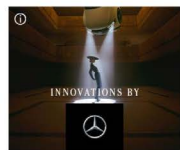
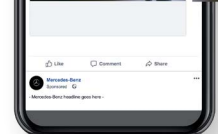
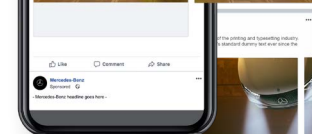
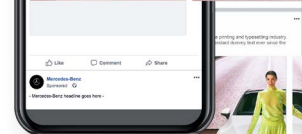
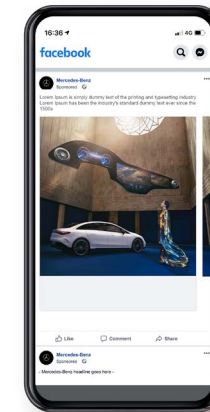
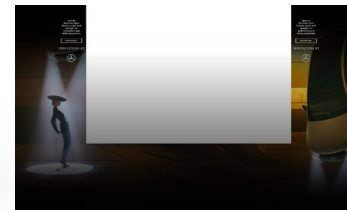
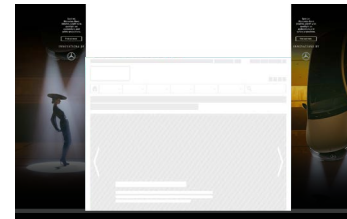
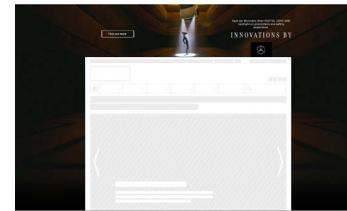
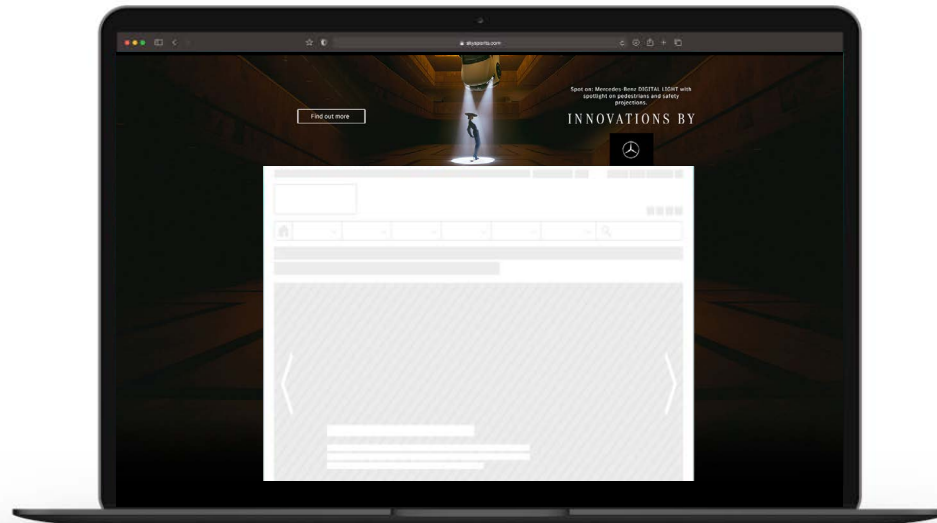


Mercedes-Benz

UI Design/ Email Design

Sketch/ Photoshop





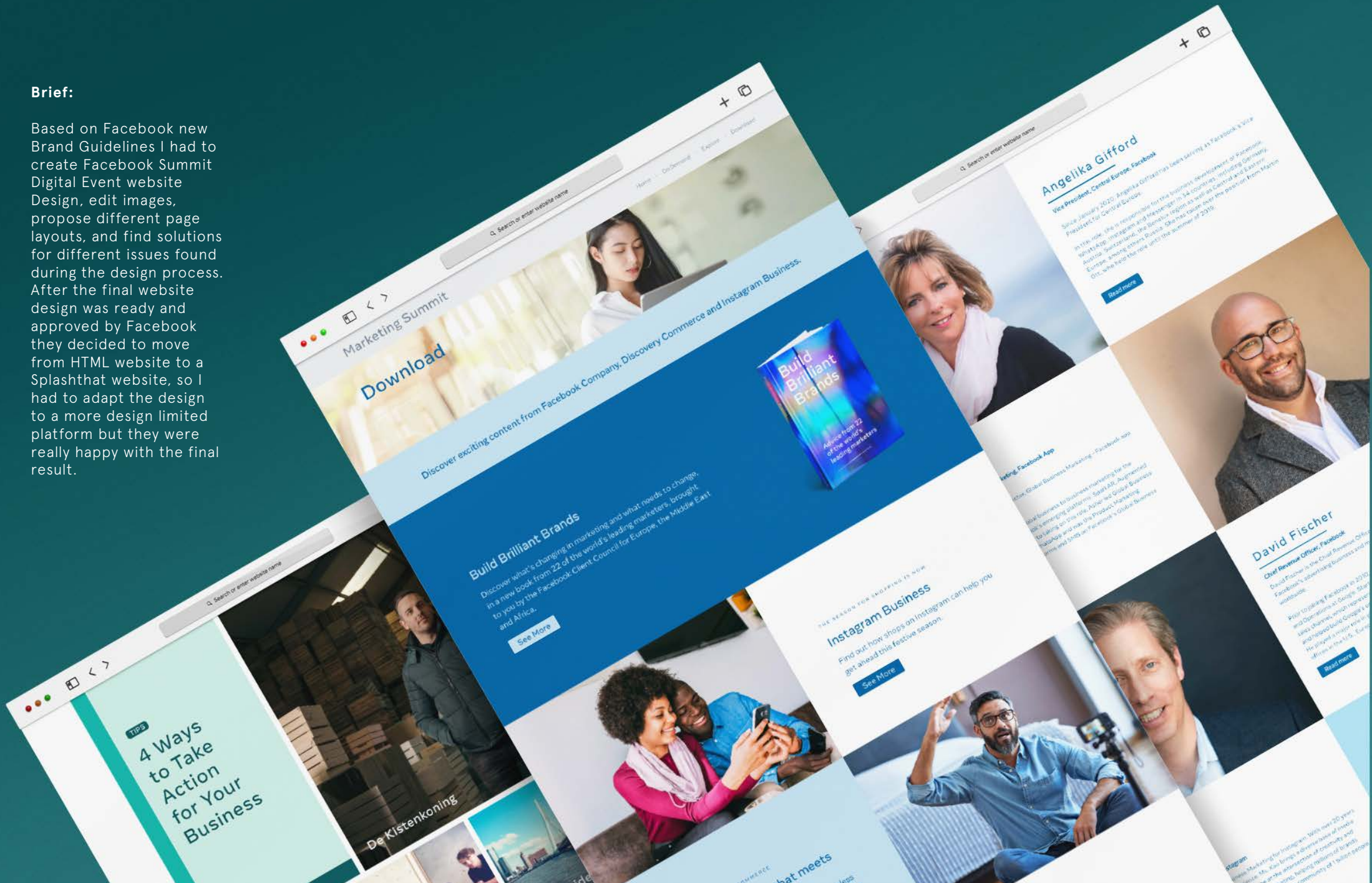
FACEBOOK

Branding/ Web Design & Implementation

Sketch/ Splashthat

Brief:

Based on Facebook new Brand Guidelines I had to create Facebook Summit Digital Event website. Design, edit images, propose different page layouts, and find solutions for different issues found during the design process. After the final website design was ready and approved by Facebook they decided to move from HTML website to a Splashthat website, so I had to adapt the design to a more design limited platform but they were really happy with the final result.





Deal 1: The Big M200

Awesome telly, faster broadband, oodles of chat, £65 £39 a month for 18 months when you recontract (£65 a month after that) plus £35 activation fee.

M200 Fibre Broadband

- 4x faster than the UK's average download speed
- Ultrafast average download speeds of 213Mbps
- Perfect for busy households with 10+ devices

Mixit TV

- 105+ TV channels including all the essential free-to-air and players
- Virgin TV 360 box with voice search and control, personal profiles and more
- Virgin TV Go app with cool channels and Box Sets at no extra cost

Talk Weekends

- Unlimited weekend calls to UK landlines and any UK network, plus inclusive minutes to 0845 and 0870 numbers

Get Deal 1

Epic telly and ultra-fast speed for less – limited time only

3 Big Deals on TV and broadband until 9th June

VM **Virgin Media** [Day] at [Time]

To: Customer Name

[View online](#)

Big up your telly, boost your broadband

Don't miss out on these 3 Big Deals

from **£6 a month**

Hi <Name>,

Want to take your broadband up a level? Time to give your TV the entertainment it's been crying out for? Fancy adding must-see sport to the mix? Check out the three Big Deals we've got for you right now, and you'll see you can do it all – for a lot less. But hurry, they're only here until 9th June.

Go big

Deal 2: The Big M200 bundle + BT SPORT

Big sports fan?

£10 extra a month

Deal 1: Broadband

for 18 months (after that) +

Just £48 £10

ue, UEFA Champions League, UEFA Europa Championship Rugby, European Rugby and more your devices with the BT Sport App on is on a 30-day rolling contract, so no long-term ties

Get Deal 2

Get a big broadband boost

No need to recontract.

speed you're we'll move the next level

Only **£6 extra a month**

al 3



Virgin Media: 12 Promotional Email Design

Design of 12 different emails for Virgin Media Marketing Team in order to promote their new packages every week.

Deal 1: The Big M200 bundle

£39
a month



Awesome telly, faster broadband, oodles of chat, ~~£65~~ **£39** a month for 18 months when you recontract (£65 a month after that) plus £35 activation fee.

Deal 2: The Big M200 bundle + **BT** SPORT

Big sports fan?

Get all of Deal 1:

- M200 Fibre Broadband
- Mixit TV
- Talk Weekends

for **£39** a month for 18 months (£65 a month after that) + activation fee

£10
extra a month



Big up your telly, boost your broadband

Don't miss out on these
3 Big Deals

from
£6
a month

Hi <Name>

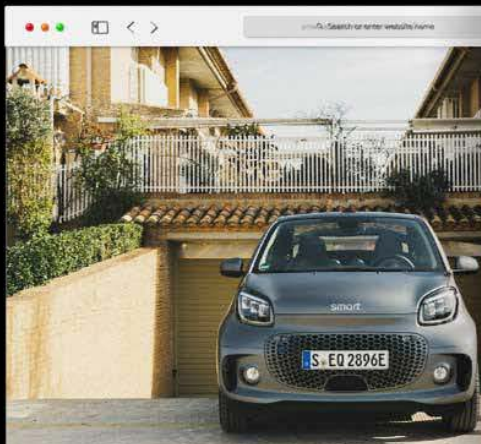
Want to take your broadband up a level? Time to give your TV the entertainment it's been crying out for?

Deal 3: Get a big broadband boost

No need to recontract.

Only
£6
extra a month





>> It's time for your service

Hello <First Name>,

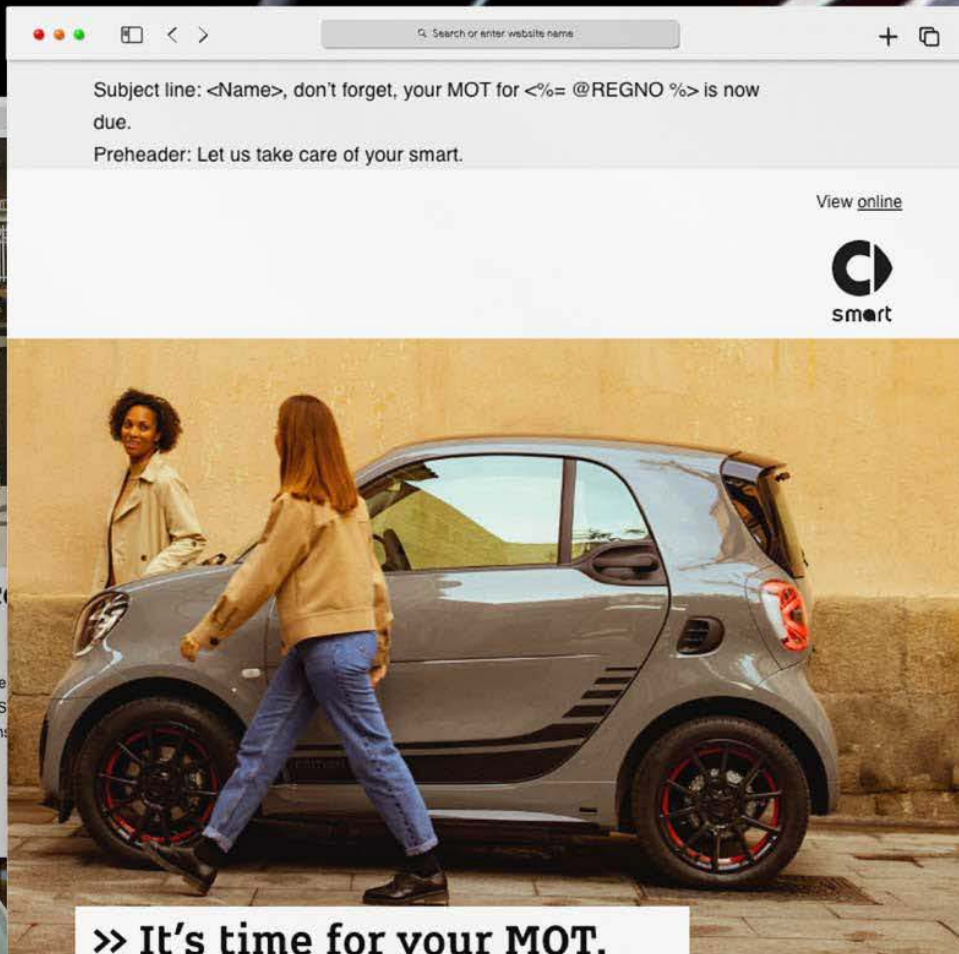
Your service on your smart <model xxx> <reg xxx> is now due. Service Plan the cost is covered including parts and labour*. So 'call me back' to arrange an appointment and let our expert Technicians take care of your smart.

[Call me back >](#)

Free Breakdown Cover.

Service your smart with us and you'll receive complementary Roadside Assistance valid for a year from the date of each service.

[Find out more >](#)

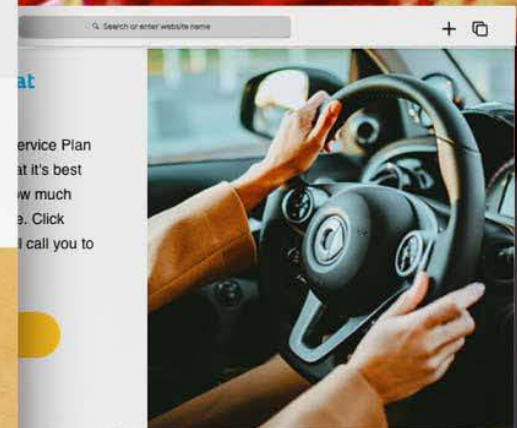


>> It's time for your MOT.

Hello <First Name>,

We'd like to remind you that your service on your smart <model xxx><reg> is due. Simply click 'Call me back' to arrange an appointment and let our expert Technicians take care of your smart.

[View online](#)



Free Breakdown Cover.

Service your smart with us and you'll receive complementary Roadside Assistance valid for a year from the date of each service.

[Find out more >](#)



you soon,
of Brentford on 03303 311 652
/8 9AH>
[mercedes-benz.co.uk](https://www.mercedes-benz.co.uk)

[Visit Owner's Area >](#)

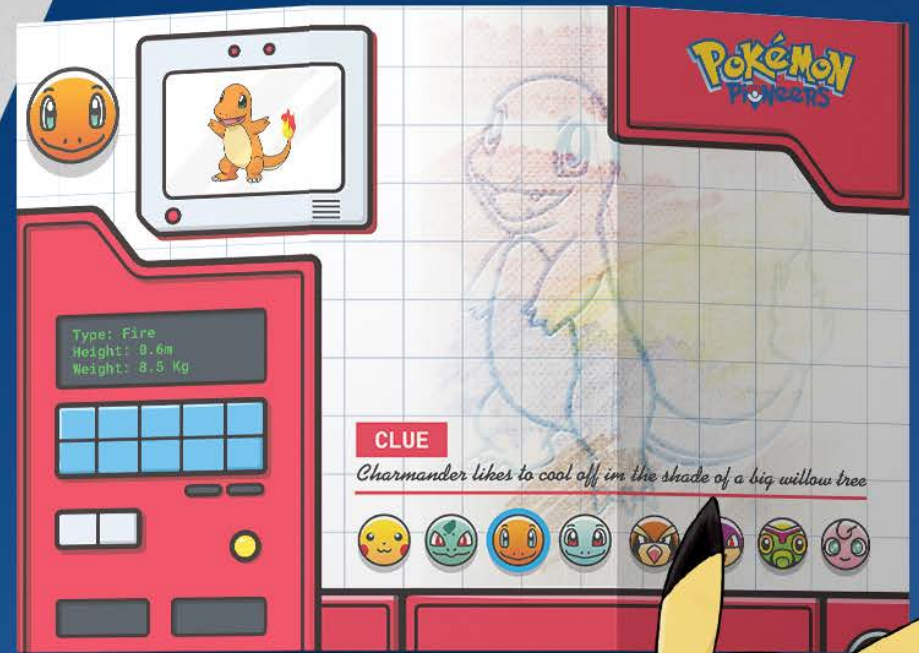
[Value my car >](#)

[Contact >](#)

POKÉMON Pioneers

POKEMON Pioneers

I had to create a Logo Design for Pokemon Pioneers event.
I also Designed a hunt map based in the Pokedex design, a Lunch Box, Diploma, puzzle and other kids games.



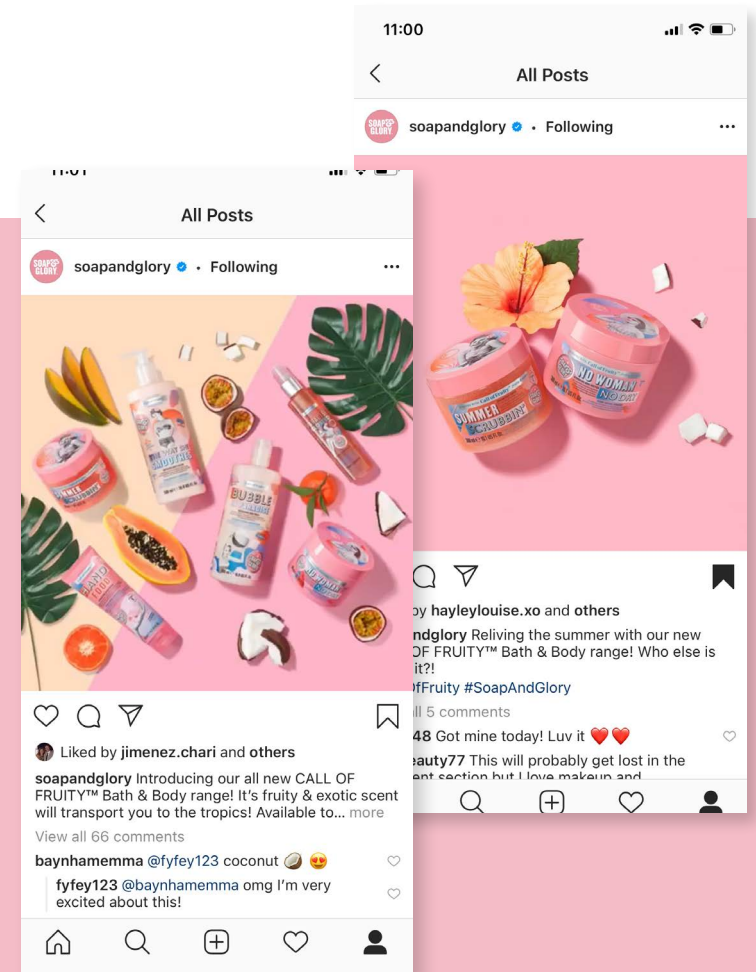
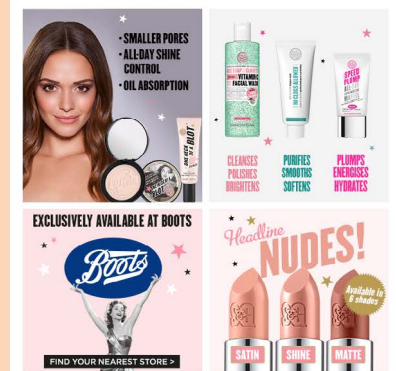
Design Material: Email Design, Website Banners and Social Media animations for Soap & Glory new products.



Yes, you heard us... we're in the Boots sale NOW! You'll find fantastic savings across our entire range - plus this could be your last chance to grab some of your fave make-up must-haves, as we're getting ready to bring you some exciting new additions!



With cooler weather FINALLY on the way we can hear the great outdoors calling, and what better way to prep your skin than with one of our skin-perfecting body polishes? Each one contains a unique combination of scrubbing wonders to give you a different level of exfoliation. Check out our SCRUB-O-METER above to help you find your favourite friction factor!





Packaging Design/ Character Design/ Illustration

Illustrator

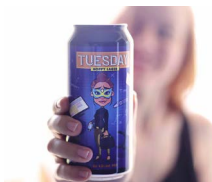
PACK RECOMPENSA
PARA LOS
HEROES
DEL DÍA A DÍA

BNKR BEER:
Pack Recompensa

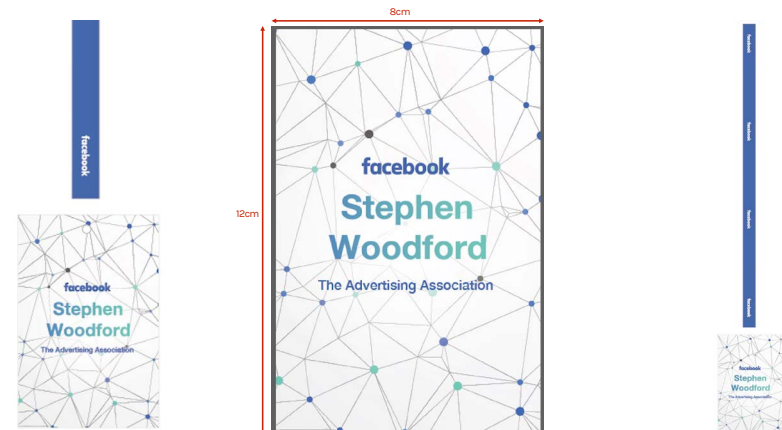
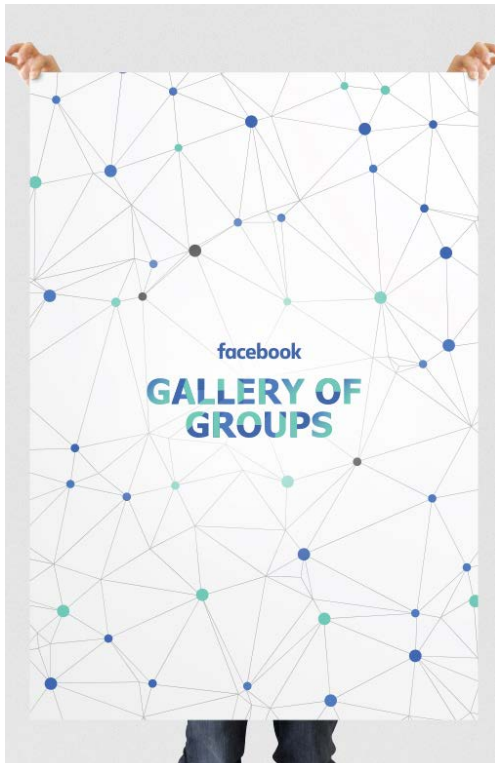
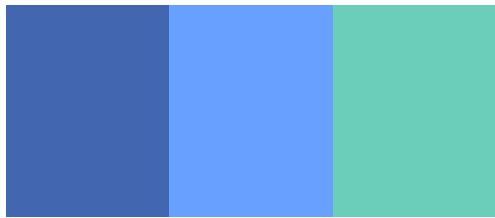
1 different beer for each day of the week!
Our character face expression and outfit changes depending on the mood and the day of the week.



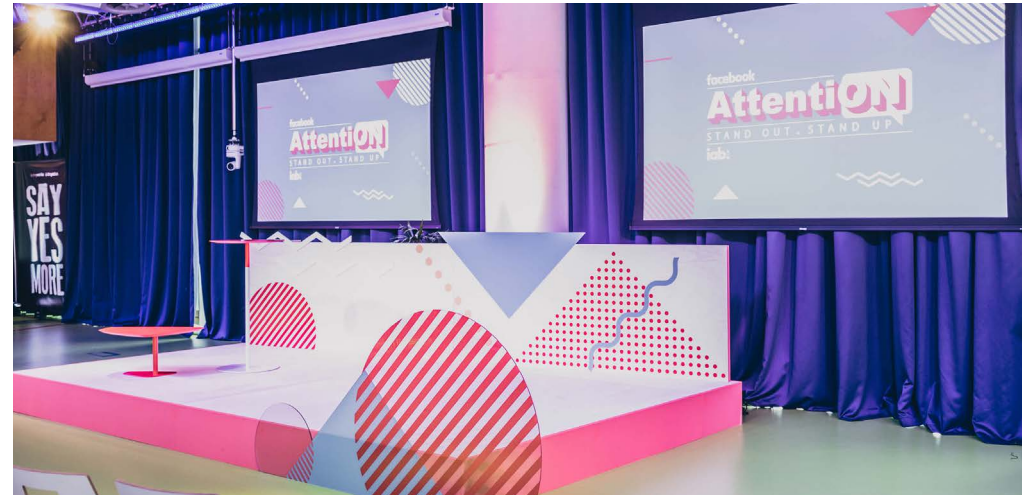
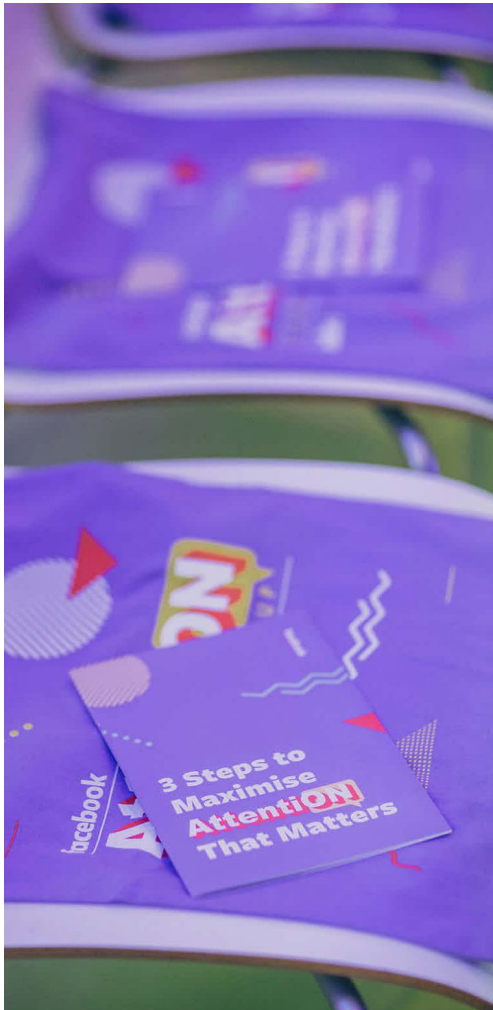
Brief: To create a fun concept for one different beer each day of the week, also to create the characters and give them a different face expression, mood and outfit depending on the day of the week.



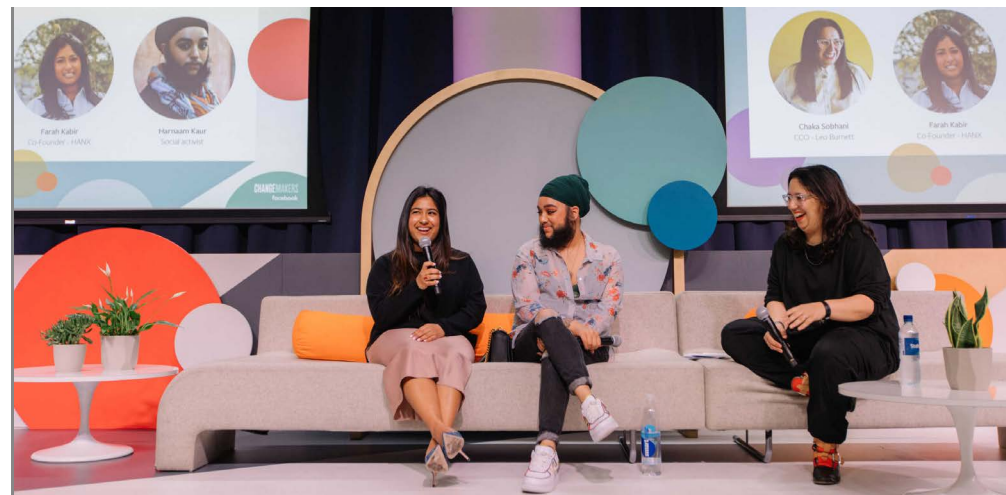
Brief: To design the Logo and Event Branding in order to celebrate communities across the UK on Facebook first ever exhibition by connecting visitors on a journey through six unique groups that range from Quidditch and older than usual Skateboarders to Rock Art purveyors.



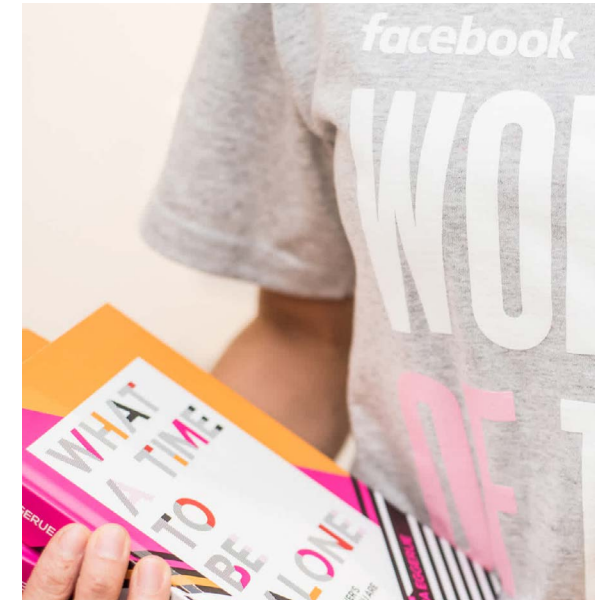
Brief: Facebook hosted an event to show how brands can better grab the attention of their audiences and I was encharge to design the Logo, Branding and Splashthat Page for this event.



Brief: To design an empowering event Logo & Branding in order to celebrate International Women's Day.

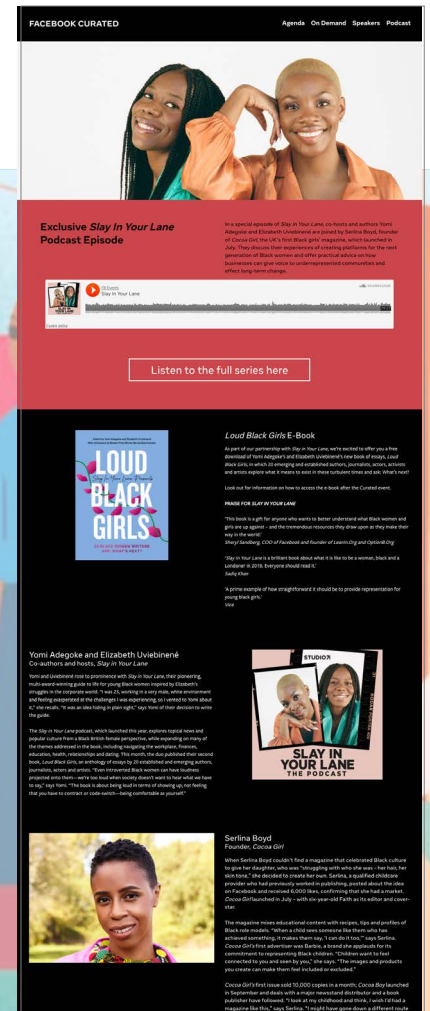
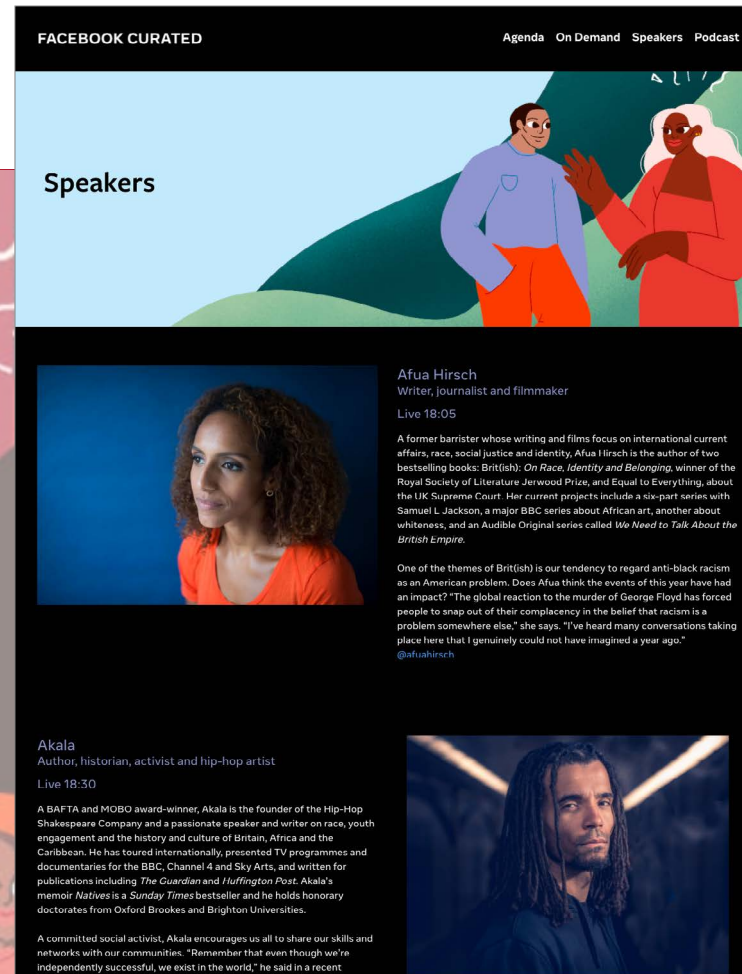
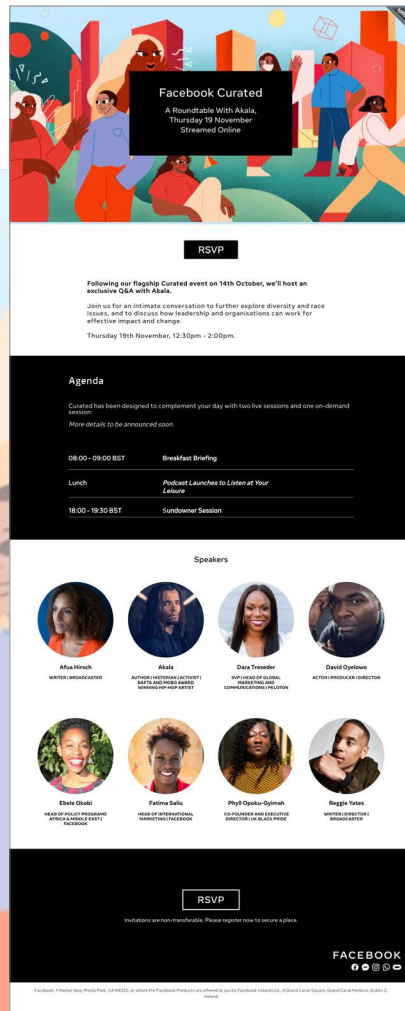
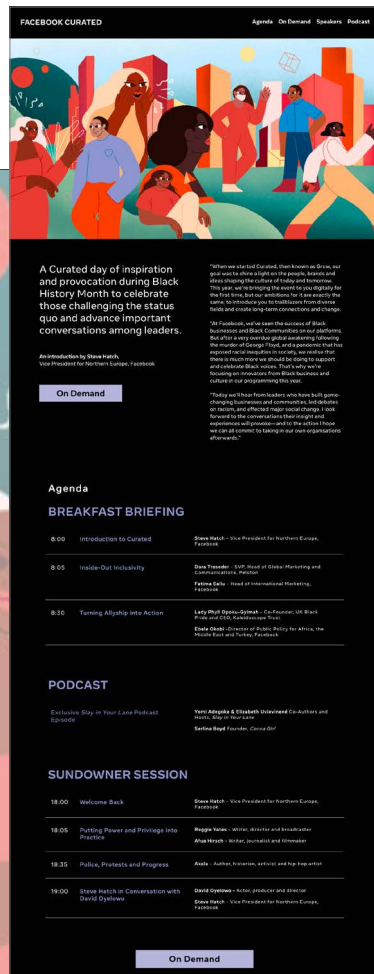


Brief: To design the event Logo & Branding for three separate events across two sites; comprising of workshops, talks and an evening showcase to a host of entrepreneurial woman from Facebook's network.





Brief: Curated was created by Facebook as an event of inspiration and provocation during Black History Month to celebrate those challenging the status quo and advance important conversations among leaders. I was engaged to work on the website Branding, Colour palette and Layout design for this event based on Curated Brand and some references proposed.



FACEBOOK

Branding/ Web Design & Implementation

Sketch/ Splashthat

Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

Schedule

09:50 - 10:05 **Redefining Marketing in 2021 and Beyond**
Seth Godin
Author, Founder of the altMBA, Member of the Marketing Hall of Fame
Marketing is everything we do when we engage with the market. It's best done when we take responsibility and lead instead of simply following. It's work that matters for people who care, done with permission, and serving the smallest, visible audience.

10:05 - 10:20 **Protecting Access to Opportunity**
David Fischer
Chief Revenue Officer, Facebook
The Internet and technology have only become more deeply woven into the fabric of society, and our global economy this year. Facebook CEO David Fischer will argue why online tools are more than just a lifeline for people and businesses right now. They're also a vital, but threatened, part of our recovery.

10:20 - 10:35 **How to Build Through Creativity, Community and Culture on Instagram**
Grace Kim
Head of Business Marketing, Instagram
2020 is a year unlike any other. So, how are businesses adapting in this time of uncertainty? Join Grace Kim, as she explores how people and business are coming together to build resilience through community, creativity and culture. And get a first-hand look at how Instagram can help your brand adapt, evolve and grow in these ever-changing times.

10:40 - 11:00 **The Age of Discovery Commerce**
Leigh Thomas
Director of Global Categories and Clients, Facebook
If the first 20 years of the Internet were about people seeking products through search and purchasing through e-commerce sites, the next 20 will see products finding people - driving discovery for people, and demand to help companies grow. Businesses winning in today's market recognize that while meeting demand is still critical, it's now vital to create demand through discovery. Powered by machine learning, Discovery Commerce connects the perfect product to the right person - before they've even started looking for it. And once people discover a product, it's giving them a seamless way to buy it - with fewer forms and taps. Find out more about how we're building these solutions.

11:00 - 11:15 **How to Market When You Can't Even Find Your Keys**
Adner Taplin
Director, Facebook App and Emerging Platforms, Facebook
COVID-19 has forced us all, as businesses, as people, as parents, and as families to reexamine everything. In this talk, we'll look at how COVID-19 has changed the world, but also how it's impacted individuals and what changes they've made to grow, evolve, pivot and emerge from the defining global event of our generation.

11:20 - 12:00 **Regional Breakout Sessions**
We will invite you to join one of three regional breakouts
Choose from Benelux, CEE or DACH regions.

12:00 - 12:15 **Closing Conversation**
Angelika Gifford - Vice President for Central Europe, Facebook
Seth Godin - Author, Founder of the altMBA, Member of the Marketing Hall of Fame
Angelika will sit in conversation with Seth, providing some insight and reflection on the areas covered throughout the day.

CONTACT | PRIVACY POLICY | TERMS OF SERVICE

FACEBOOK

Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

DACH Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Timo Krause
Country Director DACH, Facebook

11:30 - 11:45 **Partner Stories: Breitling Switzerland**
Maria Mendeloff
Global Head of Media, Breitling
Jim Choi
Group Director DACH, Facebook

11:45 - 12:00 **Reels School**
Gord Ray
Product Marketing Director, EMEA Instagram

12:00 - 12:10 **Closing Conversation**
Angelika Gifford
Vice President for Central Europe, Facebook
Seth Godin
Author, Founder of the altMBA, Member of the Marketing Hall of Fame

DACH Breakout

Countries include:
Austria, Germany, Switzerland

Change Breakout Session
If you are in the wrong breakout session, please use the buttons below to select the stream that you would like to watch.

Benelux Breakout
Countries include:
Belgium, Netherlands, Luxembourg

CEE Breakout
Countries include:
Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Hungary, Kosovo, Kazakhstan, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

CEE Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Robert Legner
Director of Marketing, Facebook

11:40 - 11:45 **Partner Stories: Diaplate**
Melissa Godela
Chief Marketing Officer, Diaplate

11:45 - 11:50 **Partner Stories: Eobowie**
Konrad Jotowski
Head of Retail, Eobowie

11:50 - 12:00 **Meet The Future**
Zelma Chasse
Connection Planner, Facebook

12:00 - 12:10 **Closing Conversation**
Angelika Gifford
Vice President for Central Europe, Facebook
Seth Godin
Author, Founder of the altMBA, Member of the Marketing Hall of Fame

Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

CEE Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Robert Legner
Director of Marketing, Facebook

11:40 - 11:45 **Partner Stories: Diaplate**
Melissa Godela
Chief Marketing Officer, Diaplate

11:45 - 11:50 **Partner Stories: Eobowie**
Konrad Jotowski
Head of Retail, Eobowie

11:50 - 12:00 **Meet The Future**
Zelma Chasse
Connection Planner, Facebook

12:00 - 12:10 **Closing Conversation**
Angelika Gifford
Vice President for Central Europe, Facebook
Seth Godin
Author, Founder of the altMBA, Member of the Marketing Hall of Fame

Marketing Summit

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CEE Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Robert Legner
Regional Director, Central and Eastern Europe, Facebook

11:30 - 11:40 **Partner Stories: Procter & Gamble**
Agnieszka Baraj
Head of Media Central Europe, Procter & Gamble

11:40 - 11:45 **Partner Stories: Diaplate**
Melissa Godela
Chief Marketing Officer, Diaplate

11:45 - 11:50 **Partner Stories: Eobowie**
Konrad Jotowski
Head of Retail, Eobowie

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Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

Benelux Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Amo Lubun
Country Director Benelux, Facebook

11:30 - 11:40 **Partner Stories: G-Star**
Judith Hartvelt
Head of Digital Marketing, G-Star
Eus van de Flart
Client Partner Fashion Benelux, Facebook

11:40 - 11:51 **Partner Stories: Under Armour**
Ayanna Golden
Digital Marketing Specialist, Under Armour
Felix Meissner
Product Marketing Manager Benelux, Facebook

11:52 - 12:03 **Reels School**
Gord Ray
Product Marketing Director, EMEA Instagram

12:05 - 12:15 **Closing Conversation**
Angelika Gifford
Vice President for Central Europe, Facebook
Seth Godin
Author, Founder of the altMBA, Member of the Marketing Hall of Fame

Benelux Breakout

Countries include:
Belgium, Netherlands, Luxembourg

Change Breakout Session
If you are in the wrong breakout session, please use the buttons below to select the stream that you would like to watch.

Marketing Summit

Main Stage Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

Benelux Breakout

Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
Amo Lubun
Country Director Benelux, Facebook

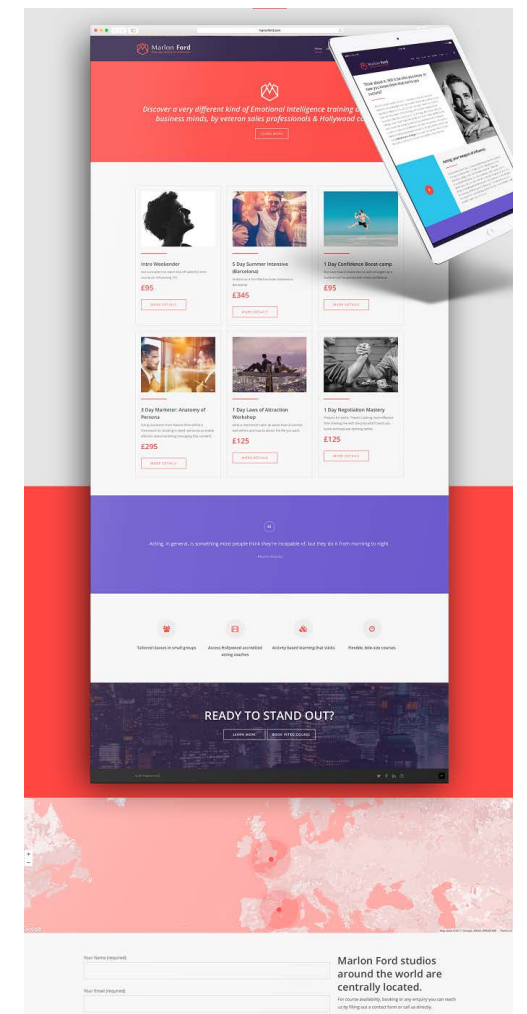
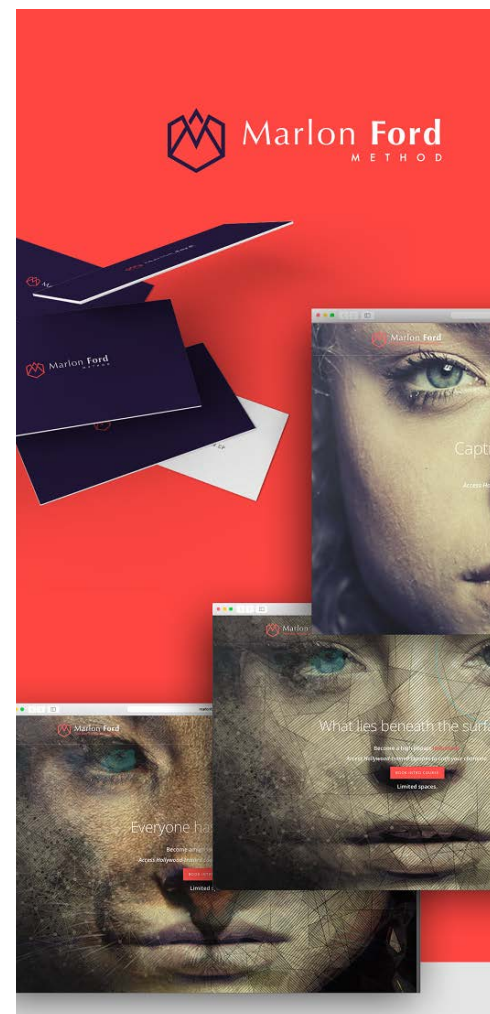
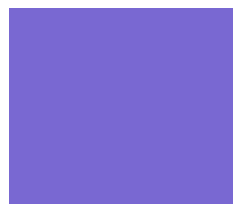
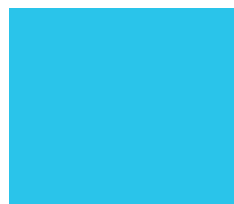
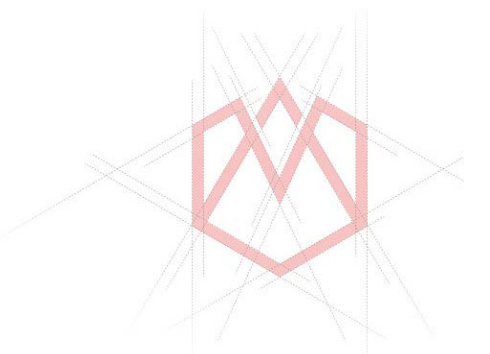
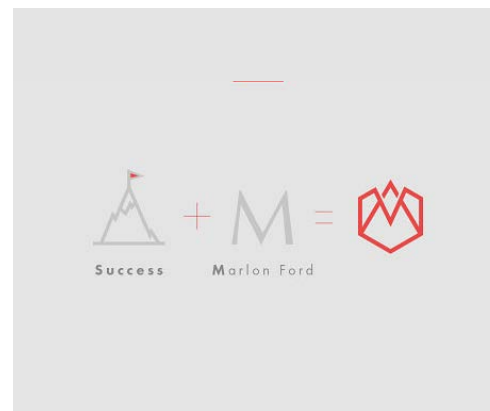
11:30 - 11:40 **Partner Stories: G-Star**
Judith Hartvelt
Head of Digital Marketing, G-Star
Eus van de Flart
Client Partner Fashion Benelux, Facebook

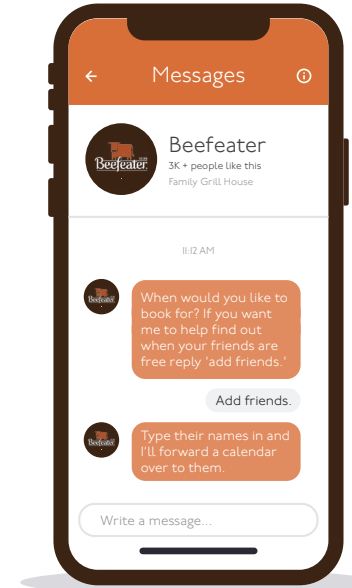
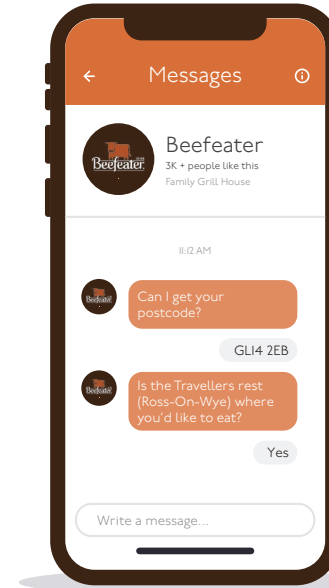
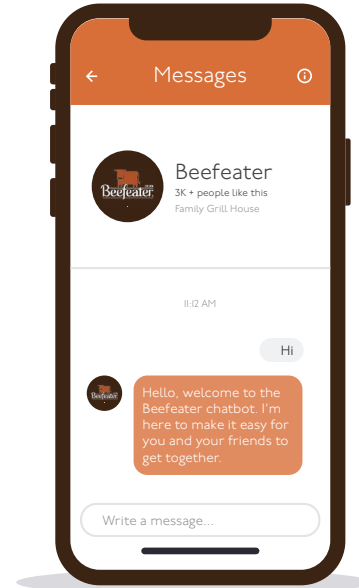
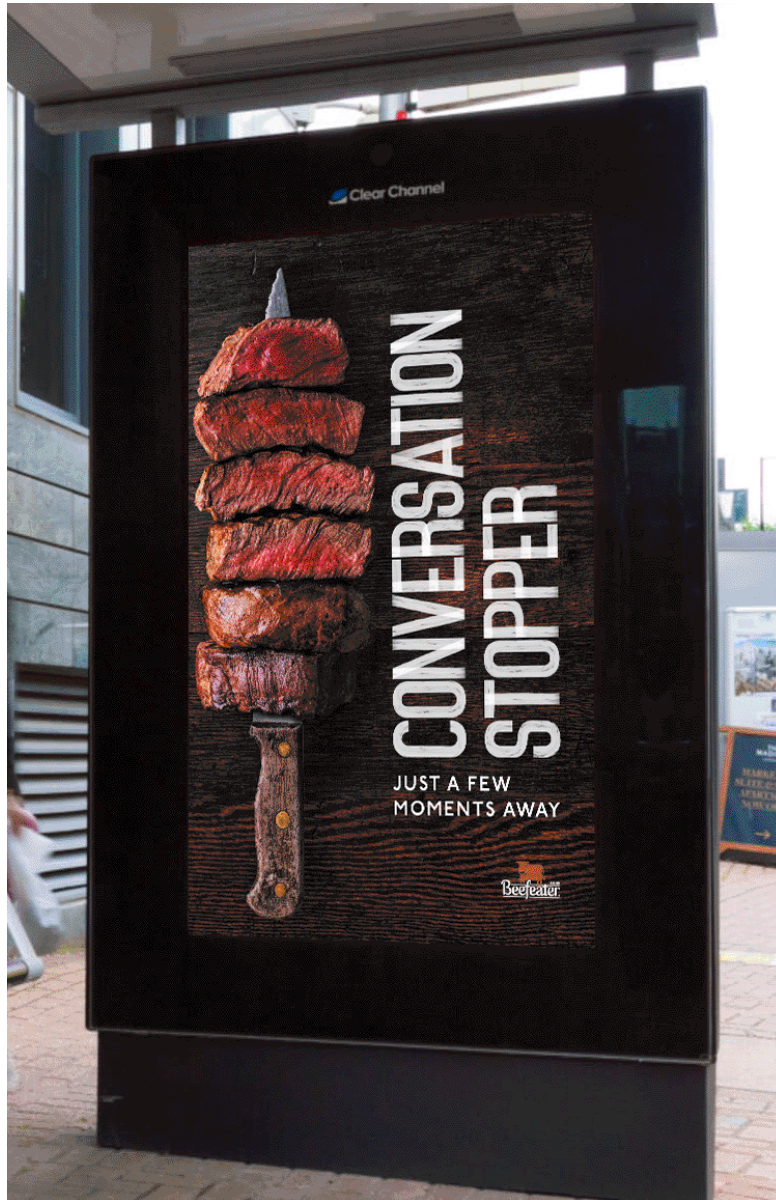
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Digital Marketing Specialist, Under Armour
Felix Meissner
Product Marketing Manager Benelux, Facebook

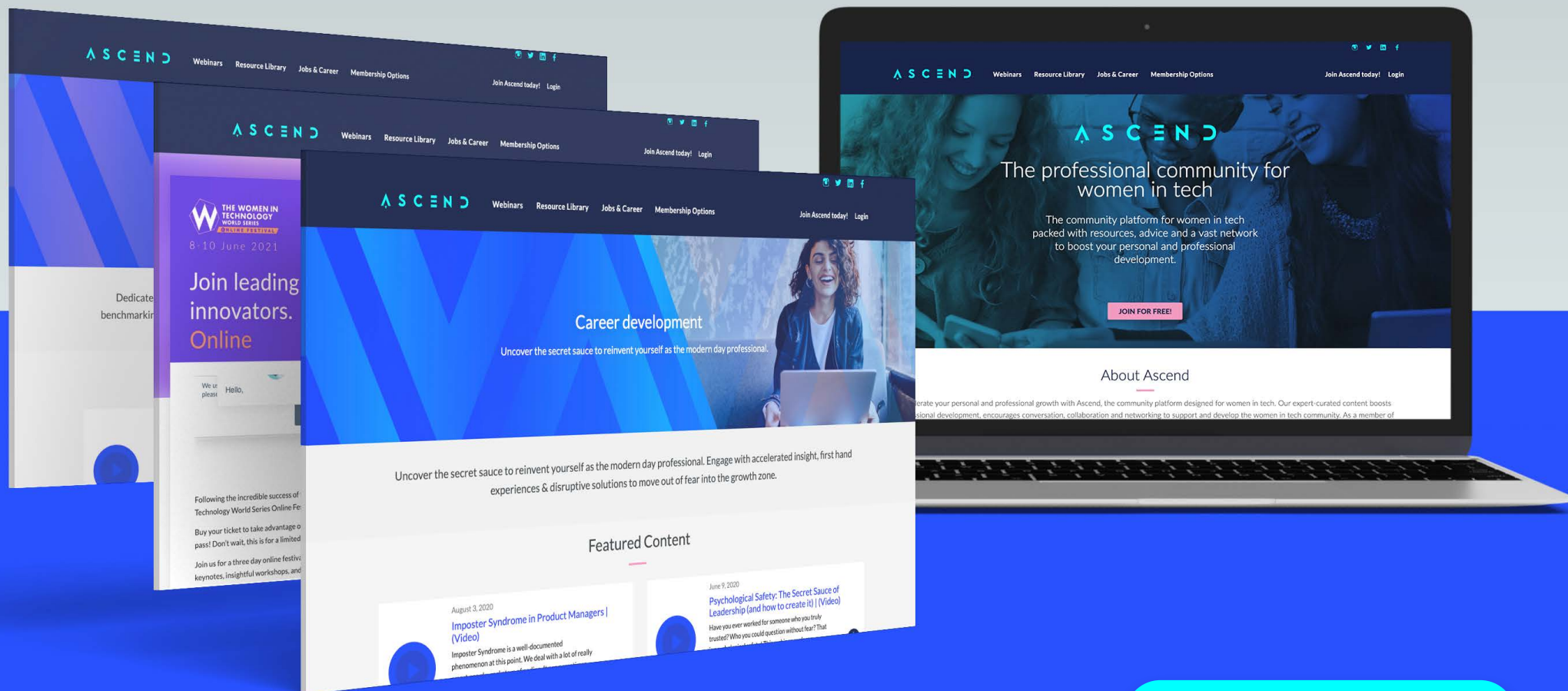
11:52 - 12:03 **Reels School**
Gord Ray
Product Marketing Director, EMEA Instagram

Design Material: Company Branding, Logo Design, Business Cards, Header photo manipulation, Website/Shop online: Design and Implementation.

[View Full Project](#)







[VIEW WEBSITE](#)

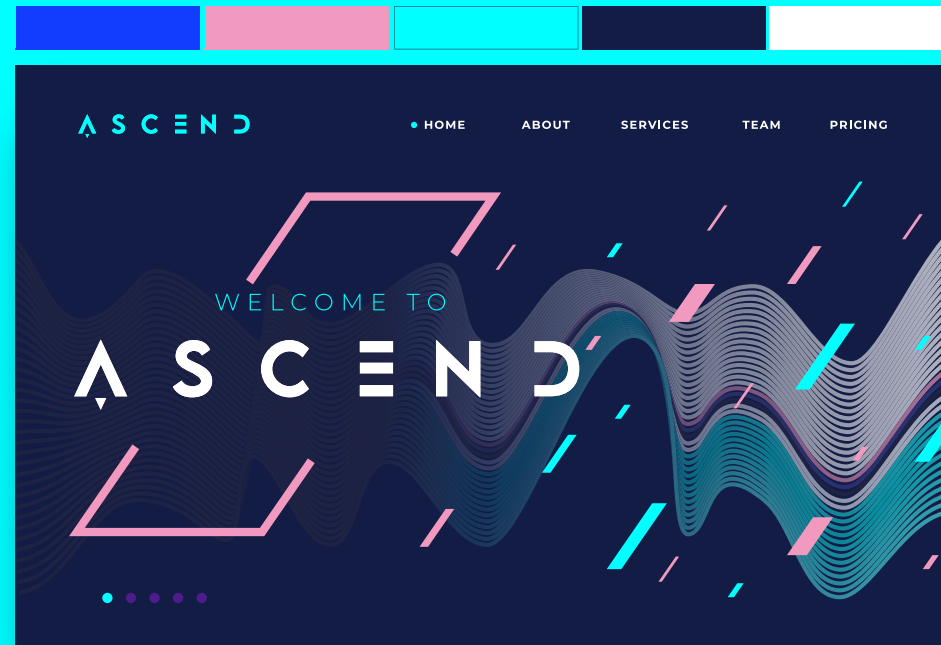


ASCEND

ASCEND

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ASCEND



ASCEND

REVOLUTIONIZE THE FINTECH

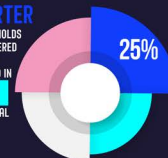
REVOLUTIONIZE
THE FUTURE OF FINTECH

STATS

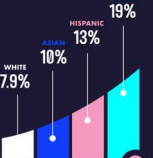
FINTECH FOCUS

INVESTMENT INTO THE GLOBAL FINTECH SECTOR HIT A RECORD OVER \$73 BILLION IN 2019. MAKING IT THE MOST SUCCESSFUL YEAR FOR GROWTH SINCE ITS INCEPTION. DESPITE THIS GROWTH, RESEARCH STILL SHOWS THAT ONLY BETWEEN 1 AND 5% OF FINTECHS HAVE A FEMALE CHIEF EXECUTIVE. THIS ERASURE IN FINTECH CAN PROVIDE A BREATH OF PROBLEMS SUCH AS LOWER ACCESS TO FINANCE FOR WOMEN AND OTHER MINORITY GROUPS WHERE REPRESENTATION IS LACKING, AND AS BIGTECH CREEPS INTO THE FINTECH SECTOR, HOW WILL INNOVATION REACT AGAINST THE FIERCE COMPETITION?

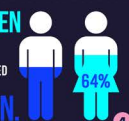
ALMOST A QUARTER OF US HOUSEHOLDS WERE CONSIDERED UNBANKED OR UNDERBANKED IN 2017 BY THE FEDERAL DEPOSIT INSURANCE COMPANY.



DATA FROM THE HOME MORTGAGE DISCLOSURE ACT HAS SHOWN THAT 18% OF BLACK, 15% OF HISPANIC AND 10% OF ASIAN APPLICANTS WERE DENIED A CONVENTIONAL LOAN WHEREAS JUST 7.9% OF WHITE APPLICANTS WERE DENIED BASED ON ALGORITHMS.



64% OF WOMEN SAY THEY ARE MORE LIKELY TO HAVE THEIR MENTAL HEALTH AFFECTED BY FINANCES THAN 52% OF MEN.



A GLOBAL SURVEY HAS SHOWN THAT



94% OF GEN Z ARE MORE LIKELY TO SWITCH TO A BRAND THAT SUPPORTS ESG CAUSES THAN THOSE WHO DO NOT.



WOULD LIKE TO COMMUNICATE WITH THEIR BANK THROUGH NEW TECHNOLOGIES SUCH AS WEARABLE DEVICES.

AN ESTIMATED \$10-40 BILLION

IS LOST BY FINANCIAL INSTITUTIONS DUE TO FRAUD AND POOR DATA MANAGEMENT SYSTEMS. COULD COMMERCIAL USAGE OF QUANTUM COMPUTING PROVIDE THE SOLUTION TO BETTER LENDING ACCURACY?

1. www.recomet.net/future-fintech-2019-dec
2. knowledge.wharton.upenn.edu/article/fostering-global-economic-resilience-financial-inclusion/
3. www.consumerfinance.gov/~/media/2017-mortgage-market-equality-study-media-report.pdf
4. doi2.fh.wt.com/Publish/Content/application/pdf/GWACOL/Merit_Edge_Report_Spring_2019.pdf
5. www.ascendire.com/_acmedia/pdf-05/ascendire-2019-global-financial-services-consumer-survey.pdf
6. www.banque.com/en-es/temas/temas/temas-social-governance-ESG.html
7. www.ibm.com/downloads/cas/2YFZP93

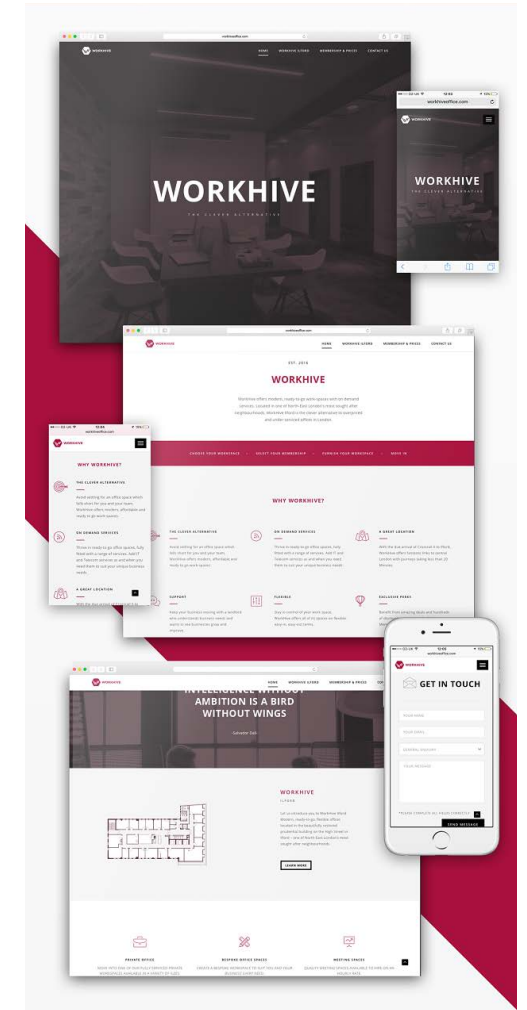
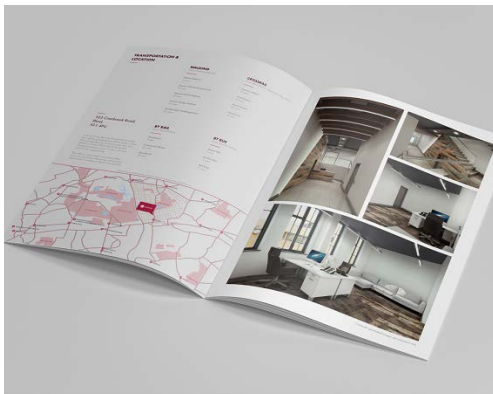
Design Material: Icon Design, Poster Design & Illustrations.

[View Full Project](#)



Design Material: Brochure Design, Building Floor plans and Location Map Design. Website Design & Implementation.

[View Full Project](#)

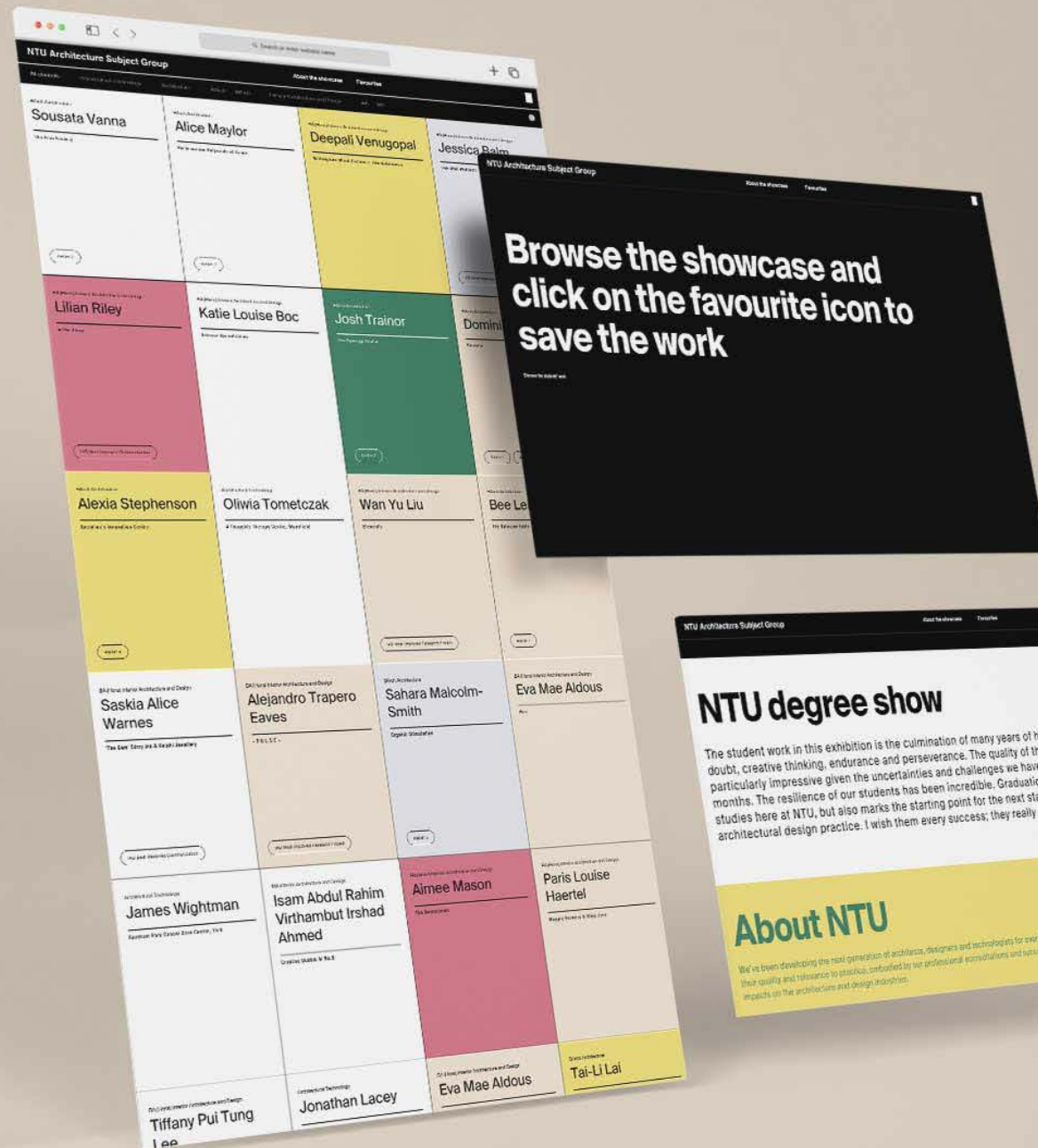




The University of
Nottingham

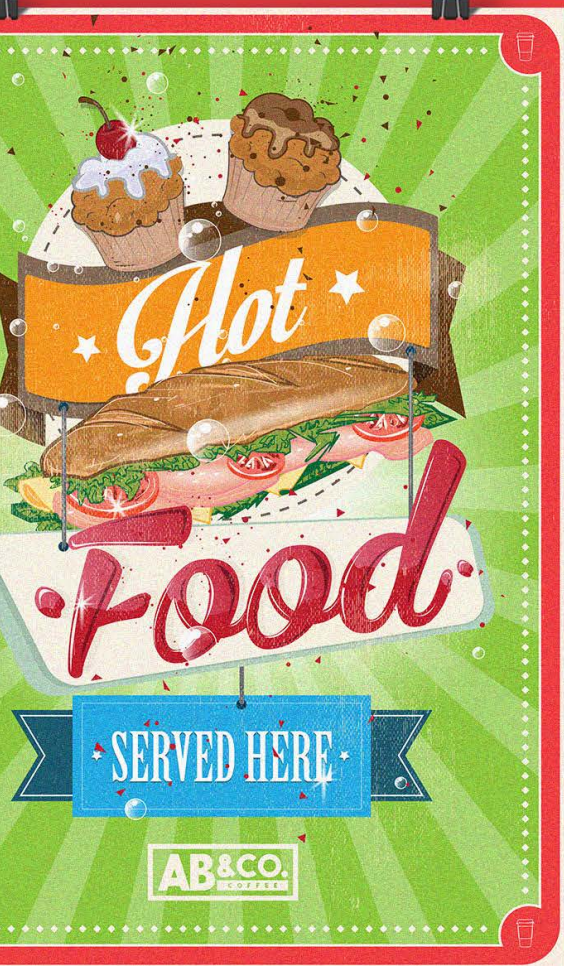
UI design/ Web Design

Figma



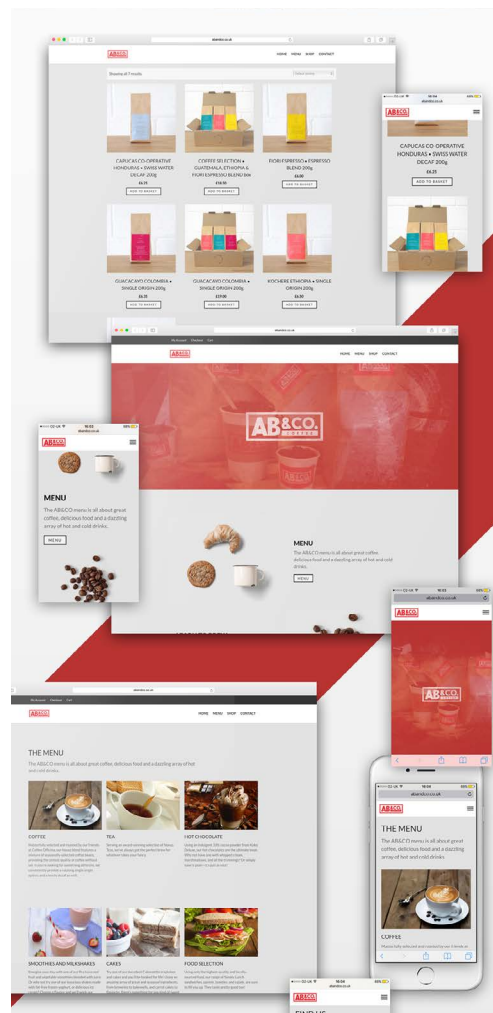
The University of Nottingham: Student Show Website

Website Design for the University of Nottingham
Student Show



Design Material: Company Branding, Logo Design, Business Cards, Loyalty Cards, Take away Coffee sleeves, Poster Design & Illustrations, Website/Shop online Design & Implementation.

[View Full Project](#)



TODTM
Tradesman on Demand





ICONS



FONT

Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,,:;?!

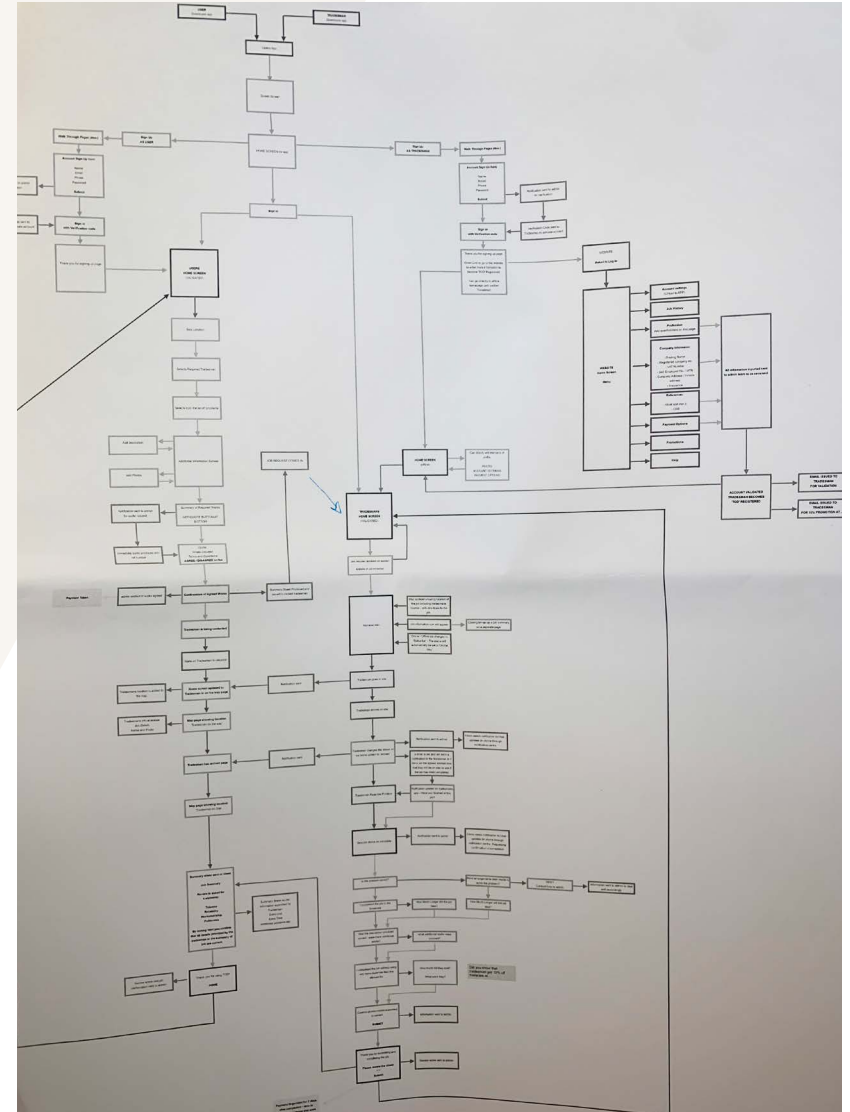
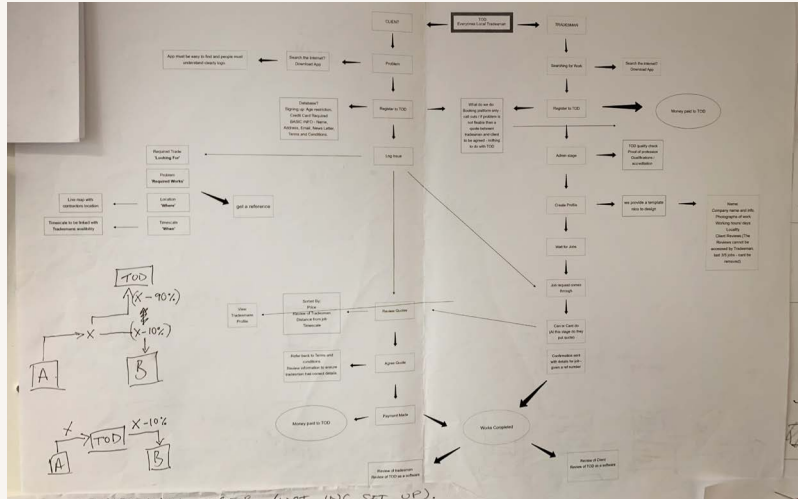
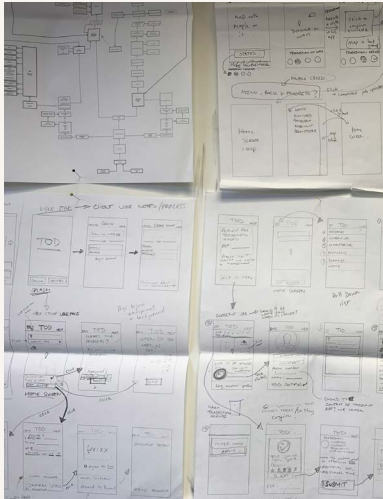
COLOURS



[VIEW INTERACTIVE APP](#)



Brief: Based on the UBER app process we created a Tradesman on Demand App. I've been part of the UX process on a 6 month project as well as I had to create the whole UI Design for this APP. [View the Interactive App](#)



E EUROPEAN WOMEN
IN TECHNOLOGY

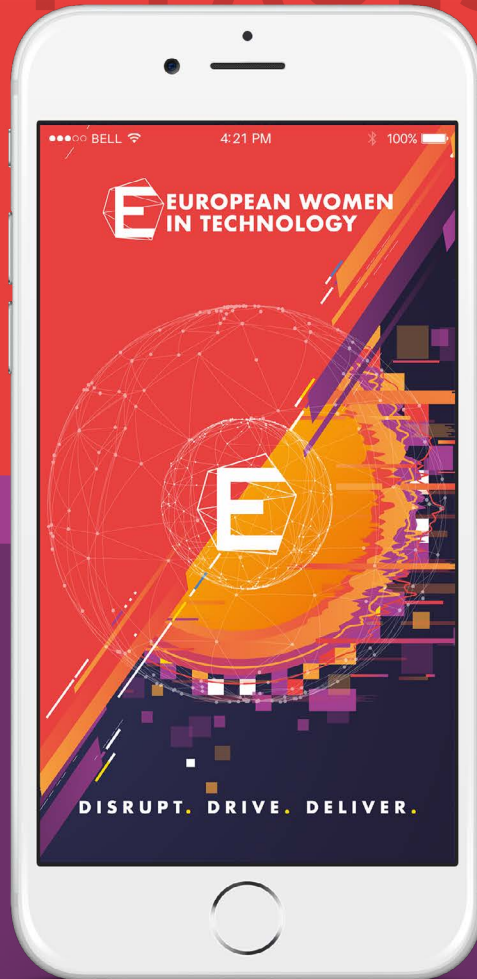
HAVE YOU DOWNLOADED THE APP?



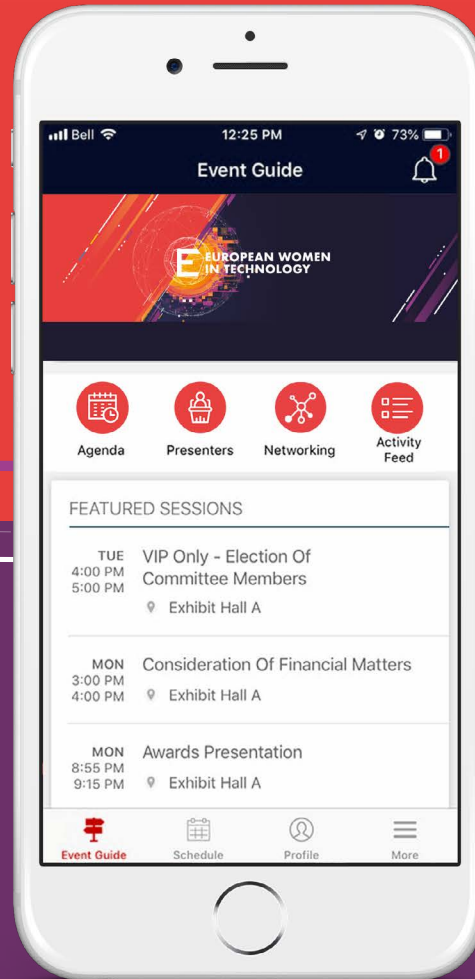
DOWNLOAD THE APP **MADDOX EVENTS LTD** TO YOUR DEVICE.
PLEASE ENSURE THAT YOU USE THE SAME EMAIL ADDRESS AS
THE ONE THAT YOU USED TO REGISTER WITH.



APP PAGES



LANDING PAGE



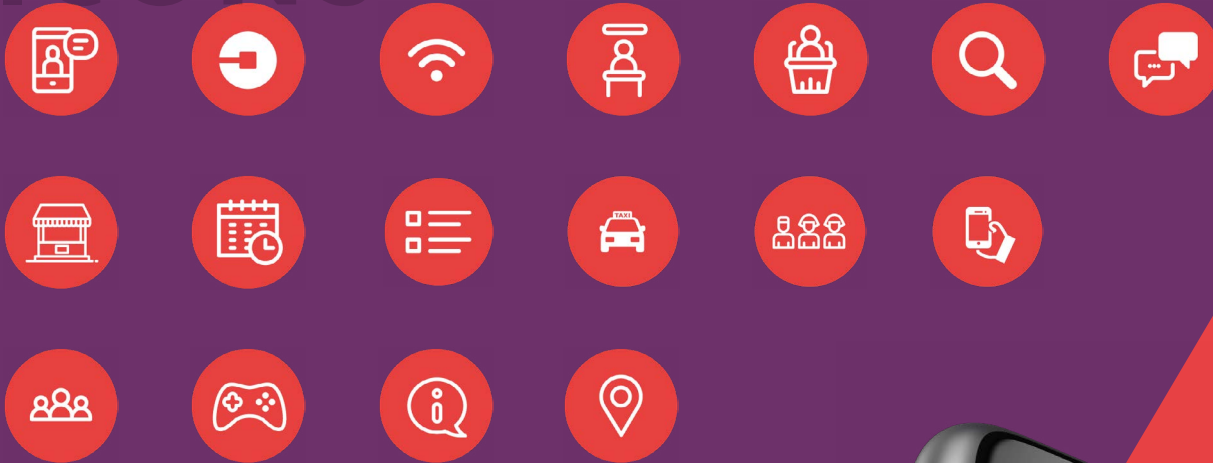
AGENDA PAGE



EVENT MAP PAGE



ICONS

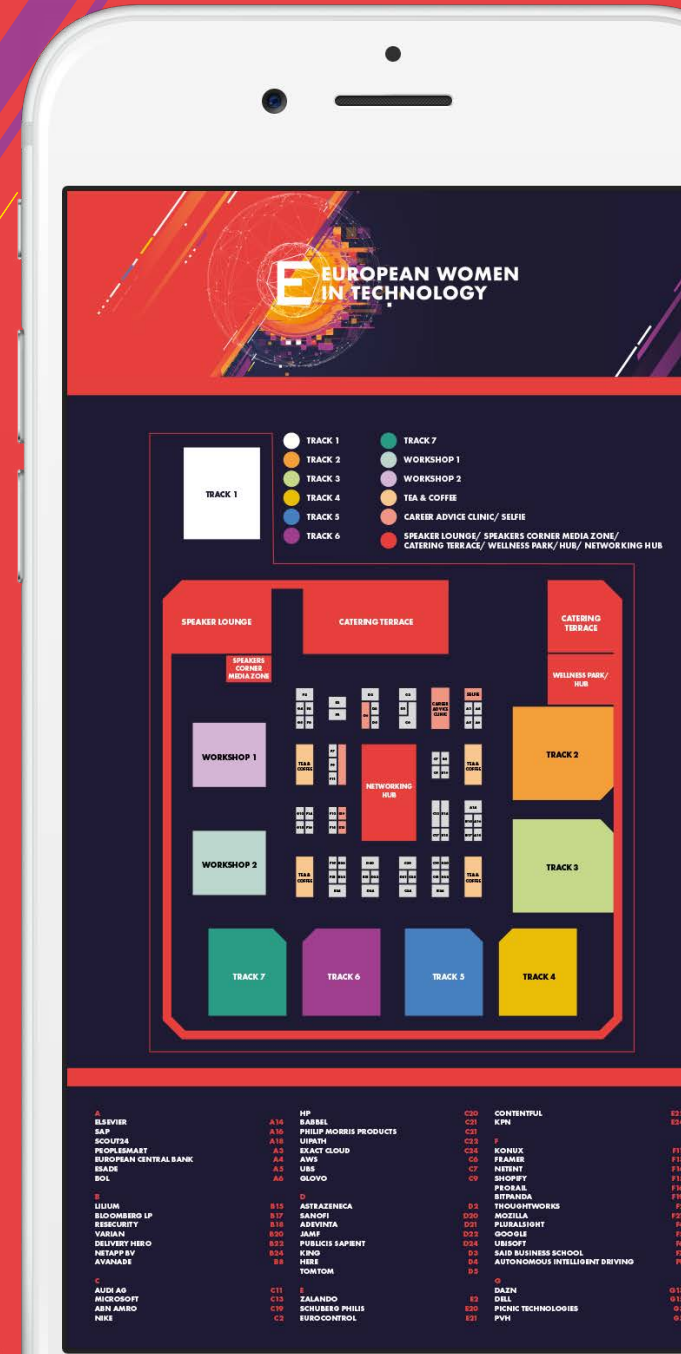


Futura Medium

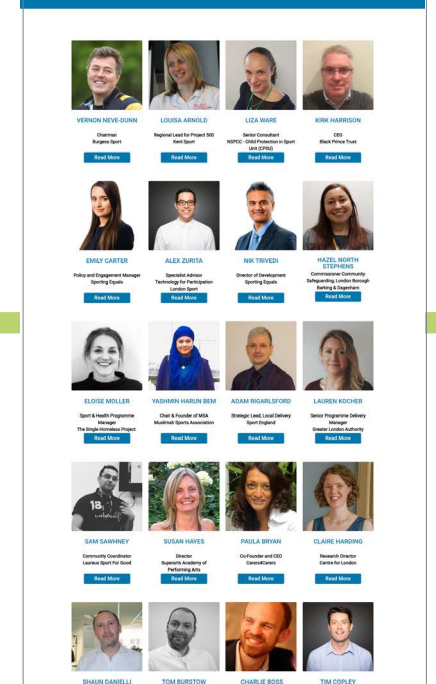
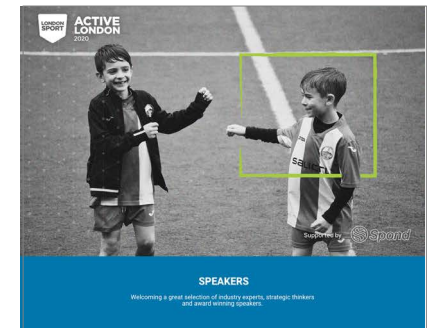
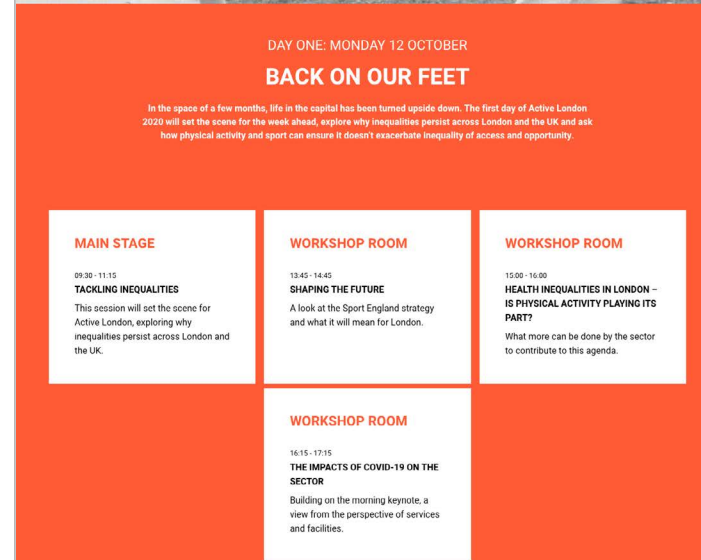
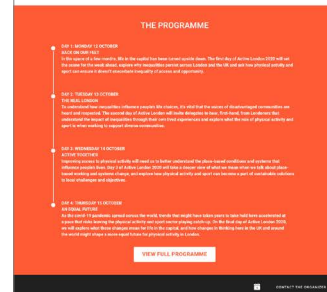
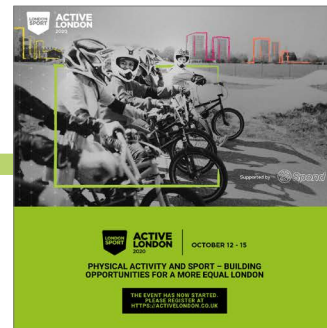
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!



Design Material: Photo Manipulation, Website D3esign & Implementation.



Facebook Summer Camp

Role: **Brand Design, Graphic Design, Illustration**

Client: **Facebook**

Year: **2018**

Skills flexed: **Branding, Logo Design, Illustration, Icon Design, Website Design...**

To create Facebook summertime event design material for over 2500 adults and children. A full-design service brief to include Event Branding, Logo, Events Fonts, Icons, Illustrations, Event Map, Poster Design, Signage and Event Website Design & Building.

The event was an immersive experience from beginning to end, transporting guests into a vivid and exciting world with a range of activities, entertainment and top-notch food and drink. The event had to evolve from kid-friendly and fun during the day, to a high-tempo event as dusk falls.



YOU ARE INVITED TO



SUMMER CAMP

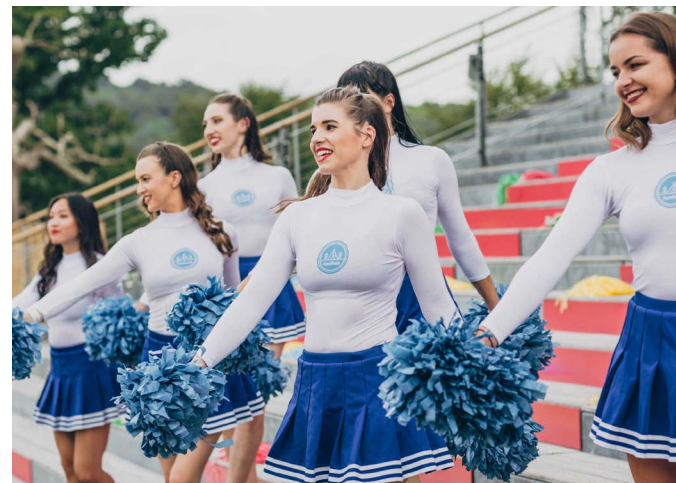
2018

THURSDAY 26TH JULY
FROM 1PM-1AM

WORMSLEY ESTATE
STOKENCHURCH
HIGH WYCOMBE
HP14 3YE

PLEASE REMEMBER TO RSVP

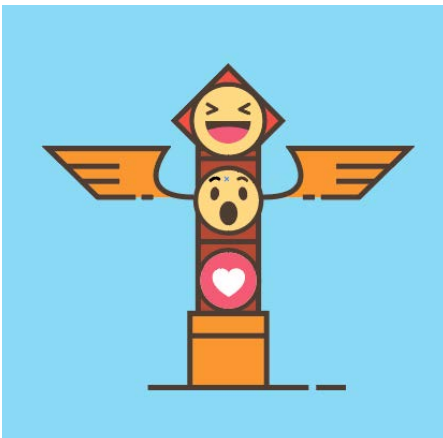
Design Material: Event Logo and its different versions



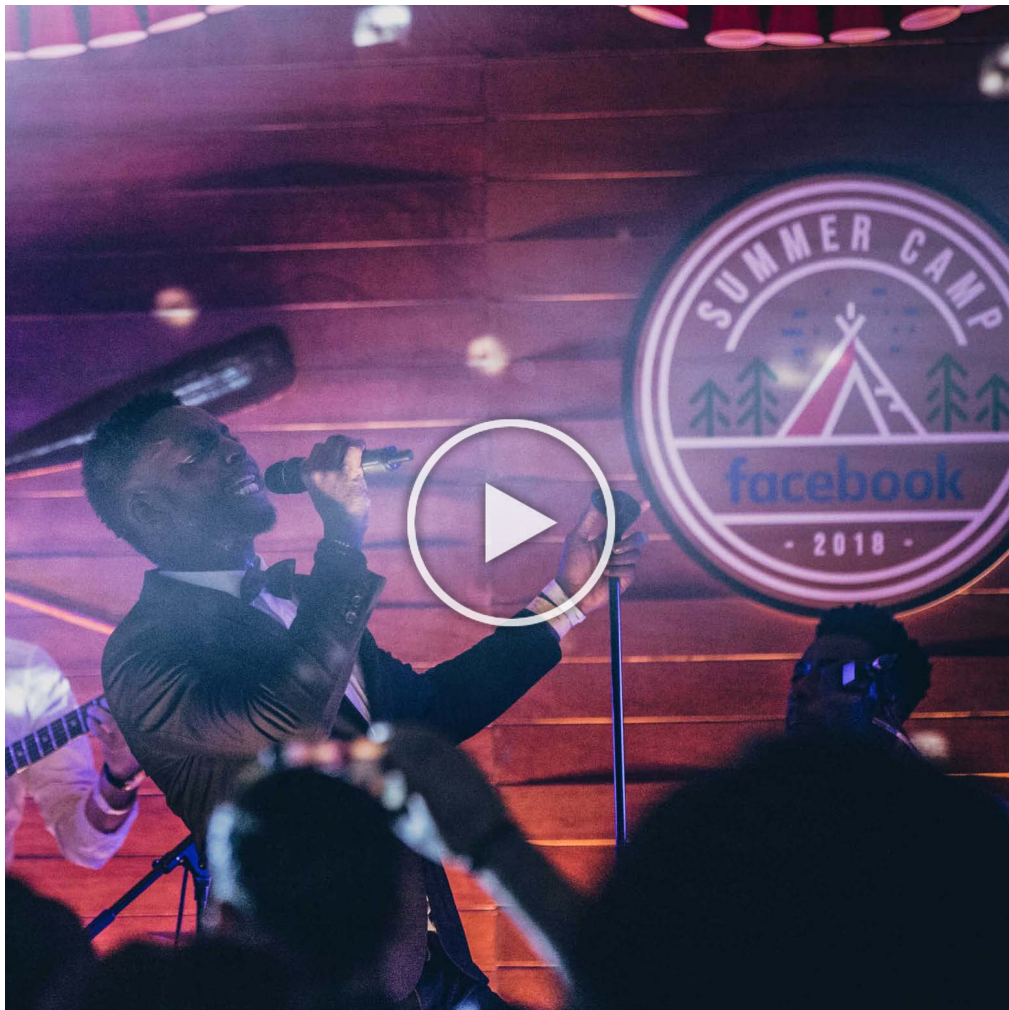
Design Material: Event Icons, Illustrations, Event leaflet, Poster and Website



Design Material: Arch Design for the Event Entrance, Lake, "Campers an "little campers" and Facebook emojis inspired Totem Design.



Design Material: See more Graphic Materials in the video below



Maddox Events

Women of Silicon Roundabout

Role: **Creative Directon, Brand Design, Stage Design, Graphic Design, Illustration.**

Client: **Maddox Events**

Year: **2019**

Skills flexed: **Branding, Animation Direction, Illustration, Icon Design, Signage Design...**

The **Women of Silicon Roundabout** conference, part of the Women in Technology Series, is the **world's largest Women in Tech Event** dedicated to empowering individuals and driving diversity in the tech industry by bringing together leaders and future leaders to create the perfect blend of diversity, inclusion, inspiration and expertise.

I was encharge to design, manage and direct all the creative and design part of the event (**Best Tech and UK Event in 2019**) managing a team of 2 more designers and Web Developer.





TAGLINE POSTER & MOCK-UPS

MAIN FONT

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TITLE

Bold: 100 pt Kerning

SUBTITLE

Light: 200pt Kerning

PARAGRAPH

Book: Opt Kerning

Aa

FUTURA PT

LOREM IPSUM DOLOR

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut

LOREM IPSUM DOLOR

LOREM IPSUM

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sed diam nonummy nibh euismod tincidunt ut

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut

TAGLINE FONT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890

KERNING

300 pt

AB

DOCTOR GLITCH

WOSR COLOUR

WOSR WATER
PANTONE: P 127-5 C
C:67 M:0 Y: 36 K: 0
R: 72 G: 185 B: 178

PALETTE



WOSR GREEN
PANTONE: 3385 C
C: 64 M: 0 Y: 44 K: 0
R: 59 G: 212 B: 174



WOSR SKY
PANTONE: 298 C
C: 68 M: 8 Y: 2 K: 0
R: 60 G: 180 B: 229



WOSR BLUE
PANTONE: P 104-7 U
C: 85 M: 58 Y: 0 K: 0
R: 48 G: 101 B: 175



WOSR NIGHT
PANTONE: 5255 C
C: 96 M: 93 Y: 44 K: 60
R: 29 G: 25 B: 52



WOSR WHITE
PANTONE P1 - 1U
C: 0 M: 0 Y: 2 K: 0
R: 255 G: 255 B: 252

WOSR GRADIENT



WOSR GREEN

WOSR BLUE

ADDITIONAL COLOURS



WOSR PURPLE
PANTONE: 2603 CP
C: 72 M: 99 Y: 0 K: 3
R: 106 G: 36 B: 129



WOSR OR
PANTONE: 172 CP
C: 0 M: 73 Y: 87 K: 0
R: 235 G: 96 B: 43



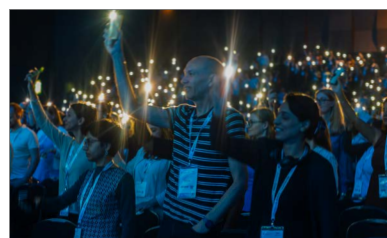
WOSR STAR
PANTONE: 380 CP
C: 18 M: 0 Y: 82 K: 0
R: 225 G: 96 B: 43



WOSR MG
PANTONE: 1925 CP
C: 0 M: 97 Y: 50 K: 0
R: 230 G: 23 B: 83

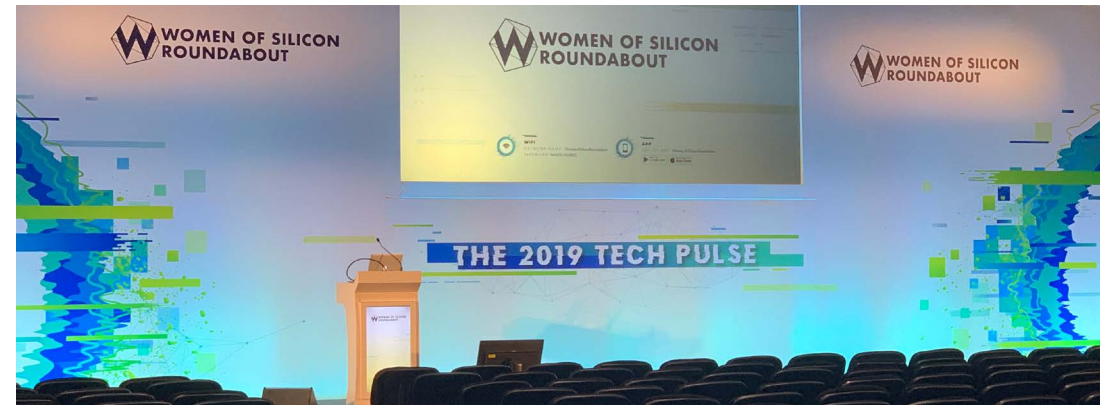
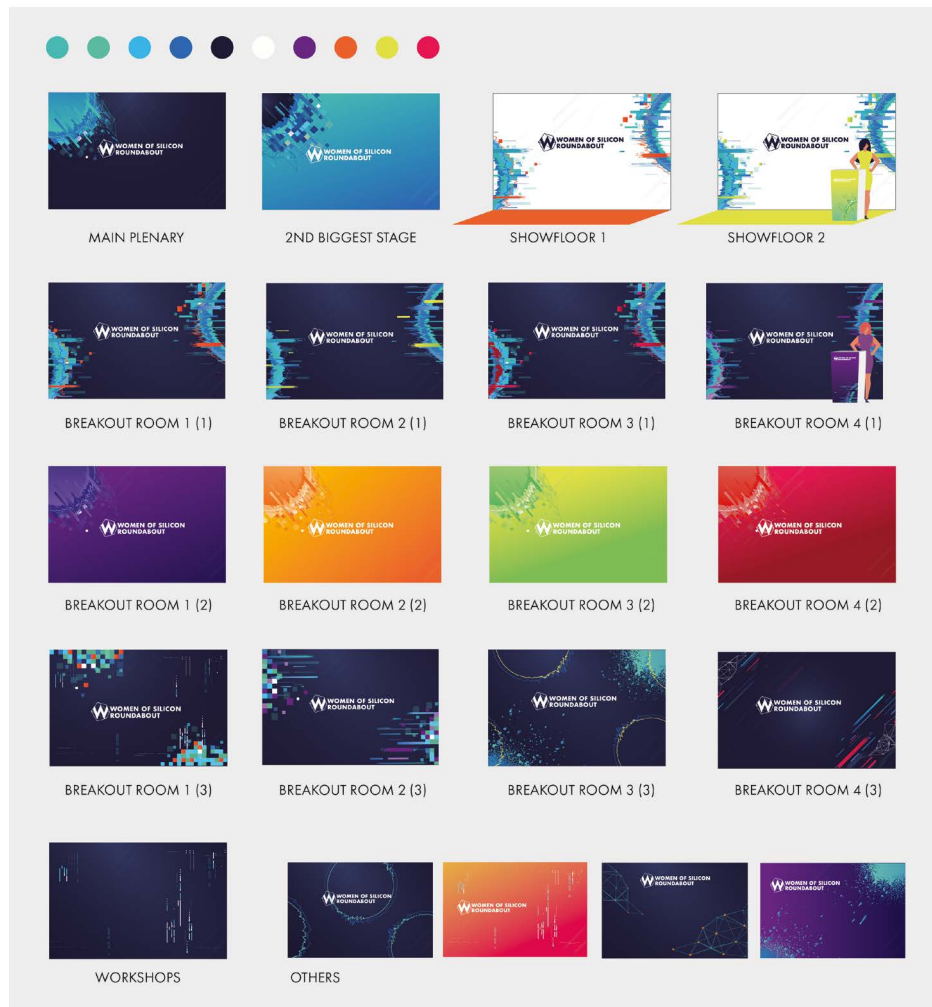


Design Material: Main Stage Design, Opening video Direction & Graphics Design

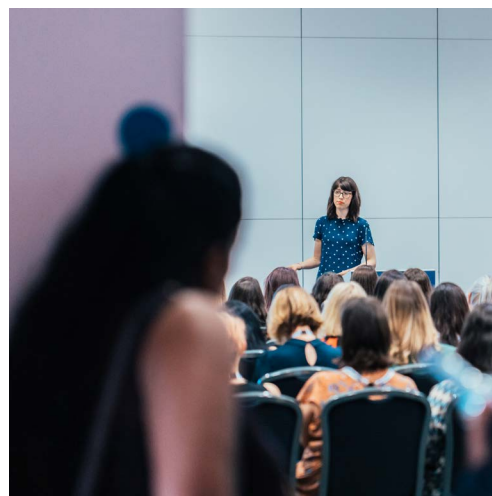




Design Material: Event Stages and Workshop Rooms Design (Print & Digital), Opening video Direction & Graphics Design



Design Material: Main Entrance Graphics, Signage, Event Map & Illustrations, T-shirt and Tote Bag Design.



Design Material: Event Signage, Photocall, floor stickers...



Design Material: Design of the room layout and interview setup.



Facebook Festive Future

Role: **Brand Design, Graphic Design, Illustration**

Client: **Facebook**

Year: **2018**

Skills flexed: **Branding, Signage, Illustration, Icon Design, Website Design...**

To create Facebook Xmas party event design material for over 1400 adults. A full-design service brief to include Branding, different styling for each room, Event Fonts, Icons, Illustrations, Event Map, Poster Design, Signage...

A festive event to include entertainment, activities, food and bars.

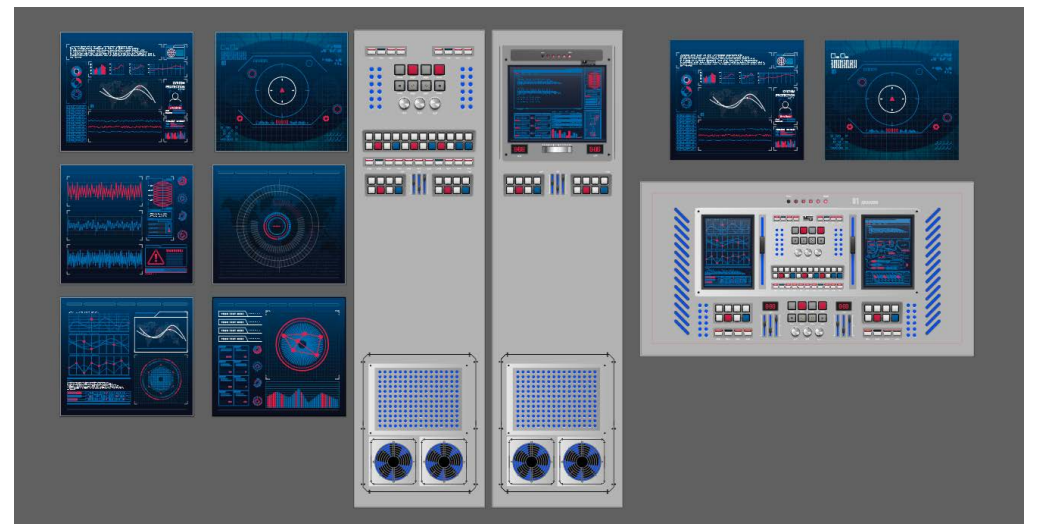
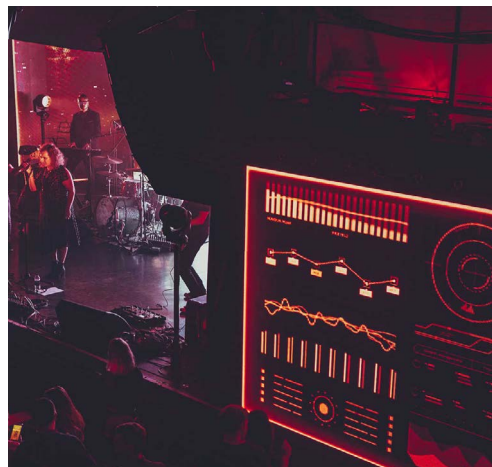
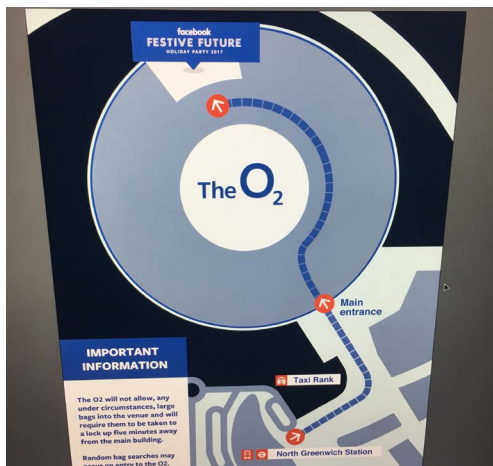
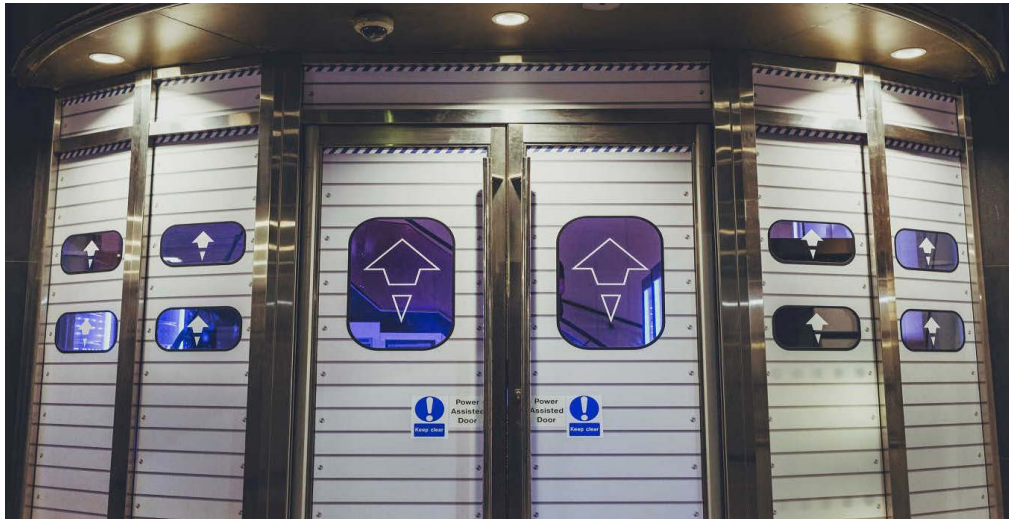
FACEBOOK

Branding / Signage

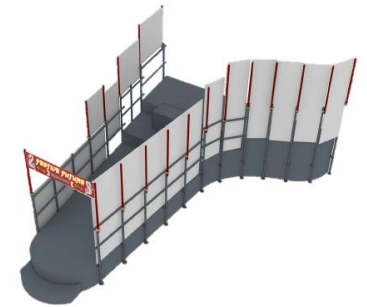
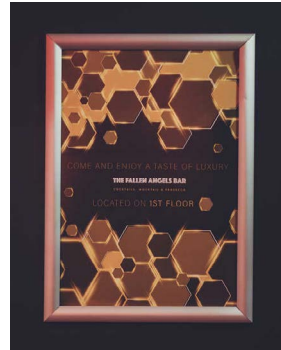
Illustrator / Photoshop



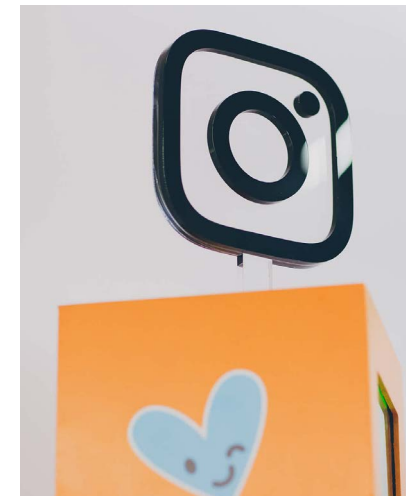
Design Material: Design of Main Entrance, Spaceship Room and Event Map.



Design Material: Design of Gold Bar Menu, Gaming Station & Food Market Signage.



Design Material: Instagram Branding based Xmas tree, Poster and Cards Design.



Design Material: Instagram and Messenger wanted to create an easily transportable sales toolkit that could go across many media agencies in order to communicate their new products, whilst keeping it fun and fresh.



FACEBOOK

Illustration/ Typography/ Graphic Design

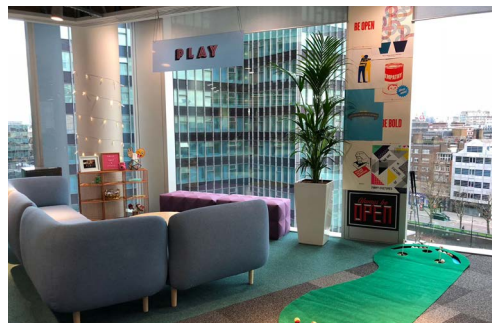
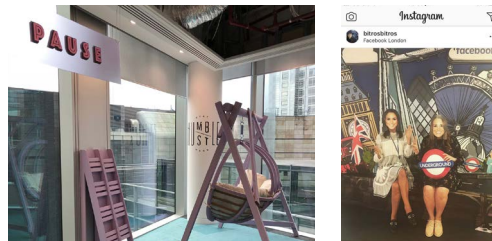
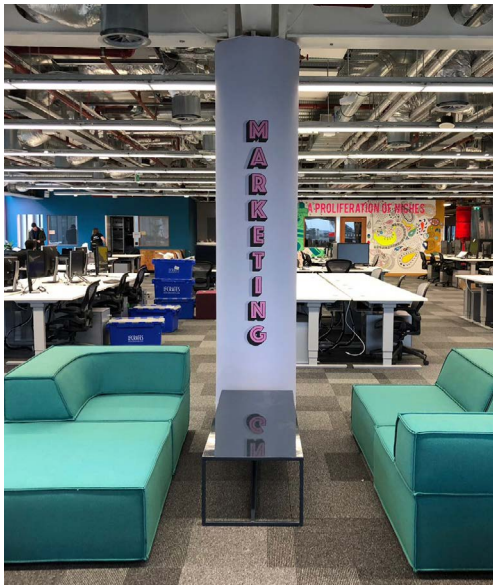
Illustrator

Facebook Office: Xmas and Departments

Christams based Illustrations for Facebook Office and
Typography Illustrations for each Department.

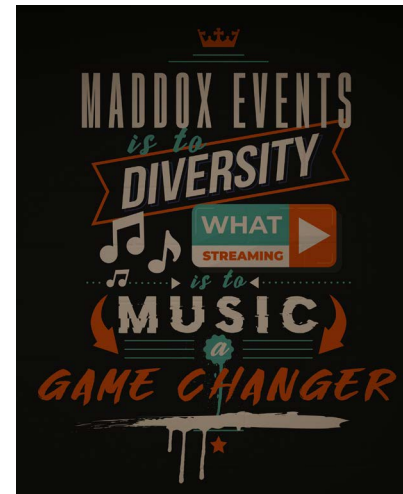


Design Material: London Facebook Office: Typography/ Illustration Design for each Department, London Inspired Photo Opp and Xmas based Windows Illustration.





Design Material: Typography/ Illustration Design for each Department and Directional Signages,



Design Material: Typography/ Illustration Design for EW Main Office in East London.



MILLENNIUM
Cocktail bar

Digital Art/ Photo Manipulation

Photoshop/ Illustrator

MILLENNIUM
Cocktail bar

April / Abril 2011
DANCE LIVE MUSIC

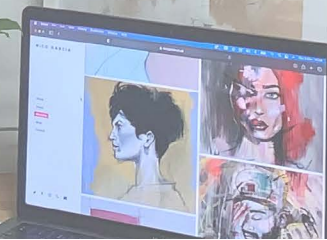
Design Material: Digital Art, Photo Manipulation, Illustration, Poster & Flyer Design for different Clients.

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ART WEBSITE

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Thank you

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