



Alexander Ariel Teruel

Graphic design prepared for real production

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General information

- European driving licences A, A1, A2, AM and B
- Own vehicle
- Able to travel easily
- Available throughout the European Union and Switzerland
- Spanish citizen - eligible to work in the EU and Switzerland

Core capabilities

- Visual identity
- Editorial design
- Artwork
- Large format
- Graphic production
- Web and content

Education

Digital Transformation: AI and Big Data -
Universidad Nebrija - 150 hours - 6 ECTS -
2026

Unfinished university studies in Telematics
Engineering and Systems Engineering

Upper secondary education - Colegio Vega
Nueva - 1998-2002

Languages

Native Spanish - Basic professional
English

Professional profile

Graphic designer with end-to-end experience in identity, commercial communication, print, large format, personalisation and web. I combine creative judgement, production knowledge and business-focused execution.

Relevant experience

Jan 2024 - Present **CEO - Creative Director**

TrendyX Publicidad - Valdemoro

Creative direction for shops, companies and associations. Integrating design, printing, production and digital strategy under one vision.

Visual production **From concept to final medium**

Printing - Signage - Personalisation

Business cards, flyers, brochures, corporate stationery, roll-ups, signs, vinyl, personalised apparel and promotional products.

Digital experience **Web design and development**

Corporate websites - Shops - QR menús

Digital experiences built to communicate, convert and simplify business management, supported by AI and coherent visual execution.

Portfolio areas

From píxel to physical space.

- Identity: coherent and recognisable visual systems.
- Editorial: printed assets that organise information and lead to action.
- Spaces: signage and wayfinding for facades, interiors and vehicles.
- Product: apparel, merchandise and personalised assets prepared for production.
- Digital: web, e-commerce, QR menús and social content.
- Creative AI: faster exploration without replacing human judgement.

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