

# LAUTARO FUENTE DAITCH

## SENIOR GRAPHIC DESIGNER

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Senior Graphic Designer with over ten years of experience building visual identities and clear, consistent communication systems. Specialized in branding, visual identity, and illustration. Experienced in art direction for comprehensive visual communication projects, from concept to final execution, combining strategic thinking, aesthetic sensitivity, and high-quality craftsmanship. Enjoys collaborating with multidisciplinary teams and leading creative processes, using design as a strategic tool to connect ideas, objectives, brands, and people.

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## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer – Sueños Descans | Barcelona, Spain | 2023–2025

- Restored and optimized the existing visual identity by reconstructing lost materials, updating the brand guidelines, and standardizing assets in Catalan and Spanish, ensuring graphic consistency and brand continuity.
- Directed graphic production for new store openings and renovations, defining signage, dimensions, materials, and large-format artwork (e.g., Sant Boi store, façade >30m), ensuring consistent, high-impact visual retail experiences.
- Developed online and offline assets, including brochures, catalogs, signage, campaigns, animations, and retail communication, enhancing visual presence and commercial support across 37 stores.

### Art Director / Senior Graphic Designer – Varsity Sports & Educational Tours | Barcelona, Spain | 2017–2023

- Led a full company rebranding, developing naming, visual identity, and brand guidelines, positioning the brand as modern, international, and focused on sports and education and ensuring readability, scalability, and cross-platform consistency.
- Collaborated with stakeholders and internal teams by analyzing context, competitors, and business objectives, aligning the brand with its value proposition of international sports and educational experiences.
- Designed and implemented the corporate website using WordPress and Elementor, translating brand identity into a consistent digital experience and enabling reusable templates for the sales team, increasing team autonomy in tour publishing.

### Co-Founder & Art Director – ONA Crystal Kayaks | Mallorca, Spain | 2021–2022

- Led the brand identity development, creating the naming, creative concept, logo, and visual system, building a differentiated and authentic brand aligned with its environment and sensory experience.
- Integrated strategic and creative direction, balancing commercial, operational, and branding decisions to deliver online and offline assets, including uniforms, social media content, and product and campaign photography, ensuring visual consistency and professionalism across all touchpoints.

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## TOOLS & SOFTWARE

### Design Tools

Adobe Creative Cloud: Photoshop, Illustrator, InDesign (primary stack)  
Basic knowledge of Premiere Pro and After Effects (no hands-on project experience)

### Web & UI

Figma · WordPress · Elementor

### Additional Tools

AI tools for design workflows · Google Workspace · Notion · Microsoft Office

### Currently Learning

AI workflow tools (optimization, management, content creation) · Blender (3D modeling – beginner level)

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## TECHNICAL SKILLS

### Design & Branding

Brand strategy, creation, and evolution · Visual identity systems and brand guidelines · Logo design and identity development · Art direction for visual communication projects · Advanced visual composition: grids, hierarchy, typography

### Digital & UI

UI design for responsive websites and applications · Social media content and digital campaign assets · User-centered visual design for digital environments

### Print & Production

Editorial design and professional presentations · Artworking and final artwork for print

### Languages

SPANISH (native) · ENGLISH (C1) · CATALAN (B2)

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## SOFT SKILLS

Clear communication · Cross-functional collaboration · Creative leadership · Autonomy in remote work · Critical thinking · Creative problem-solving

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## EDUCATION

### Bachelor's Degree in Graphic Design

Faculty of Architecture, Design and Urbanism (FADU), University of Buenos Aires  
Buenos Aires, Argentina | 2012