Constanza Bandoni

Graphic & Multimedia Designer

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PROFILE

Graphic designer with over 3 years of experience in design and visual communication, with a background in real estate developers, digital marketing agencies, healthcare institutions, organizational communication and print shops. I develop communication solutions across media and formats, including digital design, campaigns, audiovisual content, internal communication, editorial design and graphic systems. I'm eager to work with brands, companies and clients worldwide, as part of a team or as a freelance partner, bringing a creative, AI-enhanced approach to every project.

WORK EXPERIENCE

Freelance Graphic Designer | R8 Promo — Label Management Platform 2026

- Designed the platform's launch and positioning assets for social media.
- Animated video tutorials on features and usability, guiding new users.
- Automated asset production with a template and a custom Claude Skill, delivered to the client for their own use.

Freelance Graphic Designer | Aecir Desarrollos 2026

- Developed digital launch assets for the brand and its developments, highlighting its track record.
- Created monthly social media content: posts, carousels, reels and stories.
- Retouched and laid out floor plans, spec sheets and brochures for digital property sales.
- Designed signage and wayfinding for real estate projects.

Freelance Graphic Designer | Mi Cuota 2026

- Conceived the launch assets and expanded the brand's visual communication system.
- Built automated communication templates for shared use.
- Generated and animated a brand mascot with generative AI to strengthen brand identity.
- Added banners and Motion Graphics animations to the website.
- Designed graphics for daily social media communication: campaigns, carousels, stories and reels.

Communication & Marketing Coordinator | Bonta Donozo — Lumiere 08/2025 – 08/2026

- Coordinated communication for 5 real estate developments, aligning agencies, freelancers and suppliers.
- Managed 6 simultaneous Meta Ads campaigns (targeting, lead forms and lead optimization), contributing to the sale of 5 parking spaces and 50% occupancy of an office building before its opening.
- Ran 2 parallel Instagram accounts, from content planning to coordinating video shoot days.
- Designed the corporate website and landing pages, clearly communicating the developer's profile.
- Developed the wayfinding system for the new office building, solving circulation flows.
- Produced brochures, investor presentations and an open call for artists.

Multimedia Graphic Designer | Just Trend — Digital Marketing Agency 05/2025 – 06/2026

- Created daily content for 7 brands in retail, fashion, beauty, sports and entertainment.
- Built the digital presence of 2 brands from scratch.
- Won new clients for the agency through feed redesign and rebranding proposals.

Graphic Designer | UPCN / Accord Salud — Communication & Press Department 06/2023 – 05/2025

- Designed institutional communication pieces, digital campaigns and graphic materials for multiple departments.
- Created leaflets and support materials for Accord Salud campaigns.
- Developed large-scale editorial pieces with the in-house print shop, optimizing materials and production time.
- Designed the catalog for UPCN's 75th anniversary, presented at the Buenos Aires Book Fair 2024.
- Received the audience's top-rated content award for the 2025 digital campaigns.

Art Director | Music Video «Policía» — Banda 1915 | Freelance 2018

- Art direction, including the design and production of sets, props and wardrobe.

SKILLS

Adobe Creative Suite (advanced): Photoshop · Illustrator · InDesign · After Effects · Premiere · Lightroom · Firefly
Design: Editorial · Digital · Multimedia · Branding · Motion Graphics · Signage · Sales Presentations
Marketing & Management: Meta Ads · Instagram · LinkedIn · Trello · Google Workspace
AI & Tools: Claude · ChatGPT · Gemini · Procreate · Canva
Languages: Spanish (native) · English (advanced) · German (basic)

EDUCATION

Higher Technical Degree in Digital Artistic Graphic Design
Instituto Leonardo Da Vinci — Escuela Superior de Arte Multimedial | Buenos Aires | Graduated 2024