

Portfolio:

malvarezdesign.com

Mar Alvarez

Graphic Designer

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PROFILE

Senior Graphic Designer with 13 years' experience specialising in financial and corporate communications. I combine creative and technical expertise with a strategic understanding of how design can support business objectives, translating complex information into clear and engaging visual solutions across print and digital. Experienced in leading projects from concept to delivery and working collaboratively with stakeholders, clients and partners.

CORE EXPERTISE

- **Corporate & Financial Communications.** Developing branded content for financial and corporate organisations that support business objectives across internal communications, stakeholder engagement, external marketing and business-facing content.
- **Editorial Design & Print Production.** Translating complex financial information into clear editorial content and data visualisations across print and interactive digital formats.
- **Pitch & Business Acquisition Materials.** Developing high-impact sales and presentation materials to support partner acquisition through clear and persuasive visual narratives that help stakeholders communicate value.
- **Event Design & Brand Experience.** Leading the creative design for awards, conferences, masterclasses and corporate events, developing cohesive visual identities and end-to-end event collateral to create engaging and consistent audience experiences.
- **End-to-End Project Ownership.** Managing projects from initial concept through design execution, stakeholder feedback, artwork preparation and final delivery, ensuring creative solutions meet both communication and business requirements.

SELECTED CLIENTS AND PARTNERS

Ashfords · Banking Circle · Blackfinch Investments · British Business Bank · Evening Standard Innovate UK · UK Finance · London Stock Exchange · Octopus Investments · RBC

CAREER OVERVIEW AND HIGHLIGHTS

Creative Manager | Senior Graphic Designer - Intelligent Partnership, London, UK

JAN 2019 - PRESENT

- Progressed from Graphic Designer to Creative Manager, taking on a leading role in shaping the organisation's visual direction and creative output.
- Built long-term relationships with clients and partners, becoming a trusted creative point of contact
- Maintained brand integrity across projects and channels, providing creative direction and coordinating a small team of designers and external creative specialists, including animators and videographers.

- Provided technical guidance and design support to team members, troubleshooting software and workflow challenges.
- Acted as creative lead for the *Growth Investor Awards* since 2015, shaping the visual identity of one of the company's flagship annual events across multiple years.
- Directed the creative output for the *100 Stories of Growth* campaign and photographic book, launched at the London Stock Exchange, developing the sponsor pitches and supporting materials used to secure commercial partners, alongside the book, venue design and digital campaign.
- Created the visual identity for InterGen, a three-day conference for financial professionals, overseeing its creative campaign across digital marketing, event presentations and promotional video production.

Graphic Designer - Intelligent Partnership, London, UK

FEB 2015 - DEC 2018

- Developed brand identities from the ground up for multiple initiatives across three companies within the Indagate Group, including the Growth Investor Awards and Mindful Investor.
- Created high-impact sales materials to support partner acquisition, client engagement and commercial opportunities across the Group's initiatives and high-profile industry events.
- Designed quarterly industry reports as interactive digital publications for professional audiences.
- Designed regular guides for financial advisers on behalf of investment partners including Octopus Investments, Blackfinch Investments, Downing and TIME Investments.
- Built an e-learning platform delivering CPD content on tax-efficient investments for financial professionals.
- Liaised with print suppliers, overseeing production to ensure consistently high-quality output.

Graphic Designer - Estudio Novo Diseño, Zaragoza, Spain

JUN 2013 - SEP 2014

- Independently designed the layout for a double-page newspaper feature commissioned by *Coca-Cola*.
- Contributed to the brand development of *El Criollo* (coffee brand) by reinterpreting their historic 1900s stamp as a vector logo that became their key brand identifier, alongside developing bespoke illustrations for the brand.

Editorial Design Intern - Estudio Novo Diseño, Zaragoza, Spain

APR 2013 - JUN 2013

- Designed editorial layouts and prepared print-ready artwork, including image editing and final production.

EDUCATION

Infographics and Data Visualisation Course - The Guardian London, UK

MAY 2017

Editorial Design Specialisation - Pilar Lorengar Zaragoza, Spain

SEPT 2010 - JUN 2013

Graphic Design Degree - EINA, School of Art & Design Barcelona, Spain

SEPT 2007 - JUN 2010

LANGUAGES

- English: Expert
- Spanish: Native
- French: Basic