

OSCAR ALLENDE

Graphic Designer | Brand Identity | Visual & 3D Designer | London, UK

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PROFILE

Graphic Designer with 15+ years' experience delivering brand identity, corporate identity, print production, signage, retail graphics, exhibition design and 3D visualisation across corporate, retail, hospitality and arts sectors.

Highly experienced in managing projects from concept through to production, ensuring brand consistency across multi-channel applications including large-scale installations, marketing collateral and digital assets.

Advanced user of Adobe Creative Suite, SketchUp and KeyShot, with strong expertise in typography, layout, production artwork, photo retouching and visual communication. Proven ability to deliver under pressure while maintaining high creative and technical standards.

CORE SKILLS

Design & Branding

Brand Identity | Corporate Identity | Logo Design | Visual Identity Systems | Print Design | Editorial Design | Marketing Collateral | Retail Graphics | Signage | Exhibition Design | POS Design | Large Format Graphics | Typography | Layout Design | Production Artwork

Technical & Production

Print Production | Prepress | Colour Management | Artwork Preparation | File Setup | Proofing | Installation Support | Brand Rollout | Quality Control

Software

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Acrobat | Adobe Bridge | SketchUp Pro | KeyShot | Artlantis | Microsoft Office | Mac & PC

Additional Skills

Photo Retouching | Image Restoration | 3D Visualisation | Photomontage | Project Management | Stakeholder Communication | Problem Solving | Team Collaboration

PROFESSIONAL EXPERIENCE

Jul'17-Present Graphic Designer and Artist's Assistant. [Andrea Hamilton Studio – London, UK.](#)

Responsibilities

- Design exhibition graphics, publications and marketing materials for contemporary art projects.
- Produce high-end photo retouching, compositing and image editing.
- Create 3D gallery layouts and spatial visualisations using SketchUp.
- Develop photomontages and large-scale visual artworks.
- Support exhibition installation and visual production workflows.

Achievements

- Produced works featured in international exhibitions, publications and art books.
- Created The Colour of Time, a photographic colour archive project exhibited and published.
- Delivered large-scale stitched photographic artworks for exhibition environments.

Feb'16-Jul'17 Graphic Designer and Sales Assistant. [Snappy Snaps – London, UK.](#)

Responsibilities

- Designed print and digital assets including logos, brochures, flyers and business cards.
- Produced passport, visa and corporate photography.
- Delivered high-quality photo retouching and restoration services.
- Prepared artwork for large-format print production.
- Managed customer service, sales and cash handling operations.

Achievements

- Consistently delivered urgent design and print projects within tight deadlines.
- Recognised for outstanding customer service and problem-solving ability.
- Maintained high production quality across bespoke client work..

Jan'11-Jan'16 Graphic Designer. [Amil Lago Group – A Coruña, Spain.](#)

Responsibilities

- Led corporate identity implementation across retail and hospitality environments.
- Designed signage, POS systems and brand rollout materials.
- Produced 3D visualisations, photomontages and print-ready artwork.
- Coordinated with production teams for installation and execution.

Achievements

- Managed Euromaster brand rollout across 400+ locations in Spain and Portugal.
- Promoted to oversee operations in Portugal.
- Delivered branding projects for major clients including: Zara Home, Pull&Bear, Lefties, Massimo Dutti, Mahou San Miguel, Estrella Galicia, Alcampo, Cafento, Galp, Yoigo.

Mar'10-Jan'11 Graphic Designer. [Luz Coruña S.L. – A Coruña, Spain.](#)

Responsibilities

- Produced signage, vinyl graphics and corporate branding materials.
- Created print-ready artwork for production workflows.
- Developed photomontages and visual mock-ups for clients.
- Supported production and installation teams.

Achievements

- Delivered Banco Sabadell Gallego branding across multiple branches in Galicia.
- Improved artwork efficiency and production accuracy across projects.

Aug'09-Feb'10 Graphic Designer (Intern). [Bran Serigrafic S.L. – A Coruña, Spain.](#)

Responsibilities

- Designed apparel graphics, labels and screen-print artwork.
- Assisted in screen-print production and machine setup.
- Prepared artwork for textile and fashion production.
- Managed materials and stock workflow.

Achievements

- Contributed to production for Zara and Pull&Bear fashion lines.
- Completed HND internship with strong technical and creative performance.

EDUCATION

Sep'04-Jun'07 HND Graphic Design & Advertising. [EASD Pablo Picasso – A Coruña, Spain.](#)

Sep'01-Jun'04 HNC Graphic Design & Advertising. [IES Concepción Arenal – Ferrol, Spain.](#)

PROFESSIONAL DEVELOPMENT

Logo Design | Brand Strategy | UX Introduction | Typography | Graphic Design | Photography | Interior Design | AI Introduction | Darkroom Printing | Web Design | Health & Safety

LANGUAGES

English (Fluent) | Spanish (Native) | Galician (Native).

ADDITIONAL INFORMATION

- Voice actor for online learning, radio and promotional content.
- Musician (12 years live performance experience: guitar, bass, vocals).
- References available upon request.