

OSCAR ALLENDE

Senior Graphic Designer | Brand Identity | Print & Environmental Graphics | 3D Visualisation

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London, UK

PROFILE

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

Experienced managing projects from concept through to production and installation, ensuring brand consistency across print, digital and environmental applications. Delivered creative solutions for international brands including Zara Home, Pull&Bear, Lefties, Massimo Dutti, Euromaster, Banco Sabadell and Estrella Galicia.

Advanced proficiency in Adobe Creative Suite, SketchUp and KeyShot, with expertise in typography, production artwork, prepress and print-ready file preparation, large-format graphics, photo retouching and visual communication. Recognised for delivering high-quality creative work under pressure while maintaining technical accuracy and attention to detail.

CORE SKILLS

Design & Branding

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

Software

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

Technical & Production

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

Additional Skills

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

PROFESSIONAL EXPERIENCE

Jul'17-Present **Graphic Designer & 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 artwork exhibited internationally in galleries, publications and art books.
- Developed *The Colour of Time*, a photographic colour archive project exhibited and featured in publications.
- Delivered large-scale stitched photographic installations.

Feb'16-Jul'17 **Graphic Designer & Print Production Specialist.** 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 brand implementation across more than 400 Euromaster locations throughout Spain and Portugal, coordinating artwork, production and installation.
- Promoted to oversee operations in Portugal.
- Delivered branding projects for major clients including Inditex brands Zara Home, Pull&Bear, Lefties and Massimo Dutti, alongside Mahou San Miguel, Estrella Galicia, Alcampo, Cafento, Galp and 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.
- Prepared artwork for textile production and assisted screen-print workflows.

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

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

LANGUAGES

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

ADDITIONAL INFORMATION

- Voice actor with experience in commercial, promotional and educational media.
- Musician with 12 years' live performance experience (guitar, bass and vocals).