

DEBORAH
HEIDE GALAS

DESIGN
PORTFOLIO

* WHO AM I? *

Exploring design as a means to communicate unique ideas is what drives me. I aim to blend technique and creativity, crafting solutions that stand out and evolve with each project. Every challenge allows me to connect with new perspectives and learn something new.

[My website ↗](#)

[Branding](#)

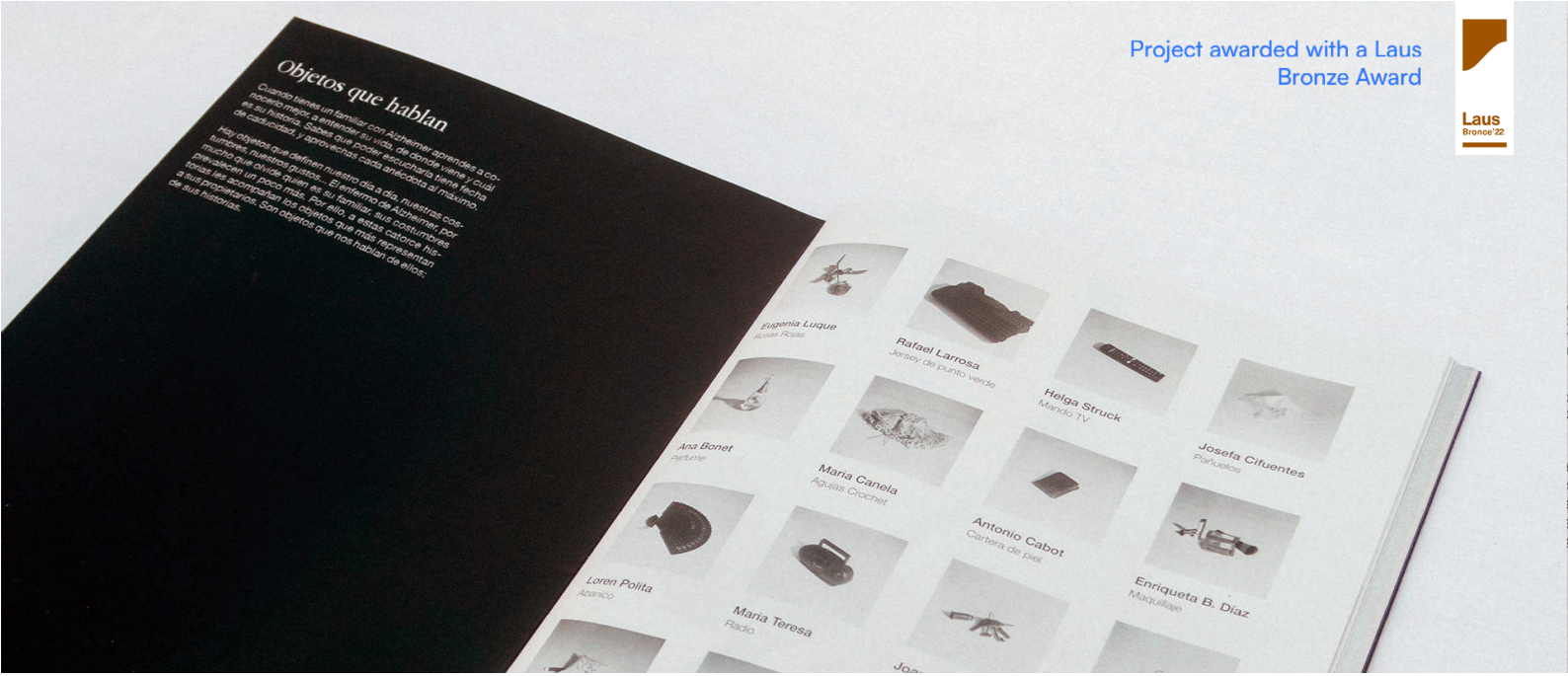
[UX & UI](#)

[Graphic design](#)

[Art direction](#)

CONTINUE READING





Sentir Alzheimer

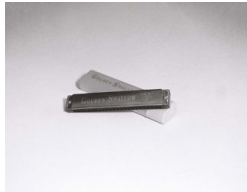
Sentir Alzheimer pulls you into a world where memory fades and reality shifts. It's a campaign designed to make you feel Alzheimer's—not just understand it. Through fading calendars, an 'unusable' diary, and personal stories, it reveals the fragile nature of memory. The campaign's heart is a booklet featuring 14 real stories from patients, told through their most meaningful objects. Sentir Alzheimer invites you to experience the disease, not just see it, fostering empathy and deeper understanding.

[See more ↗](#)



*« I know I love you.
My heart tells me so.
But I don't recognise
your face. »*

*« I know I love you.
My heart tells me so.
But I don't recognise
your face. »*



The Rose

*« I know I love you.
My heart tells me so.
But I don't recognise
your face. »*



Para no olvidarme del olor a mar.

empuriabrava



SKY

SEA

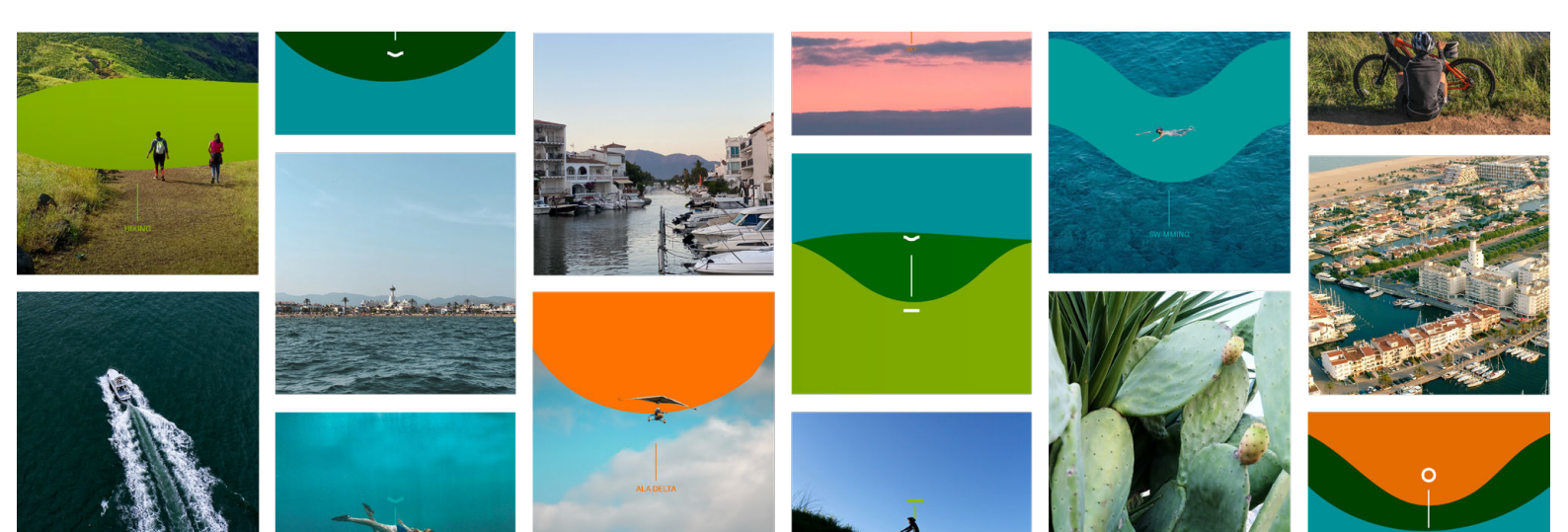
LAND



[See more ↗](#)

Empuriabrava

Empuriabrava, with its scenic canals, coastal charm, and mountain proximity, deserved a visual identity that matched its untapped potential. The challenge was to create a brand that blends elegance with playfulness, capturing the town's unique mix of land, sea, and sky. The result is a dynamic identity that enhances Empuriabrava's appeal, making it an inviting destination for exploration and adventure.



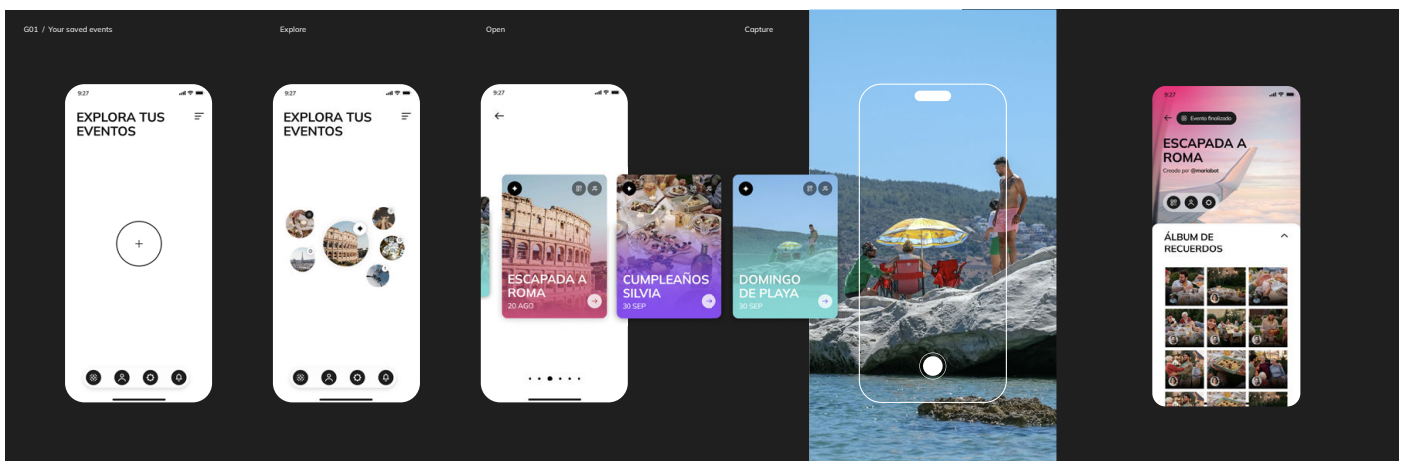
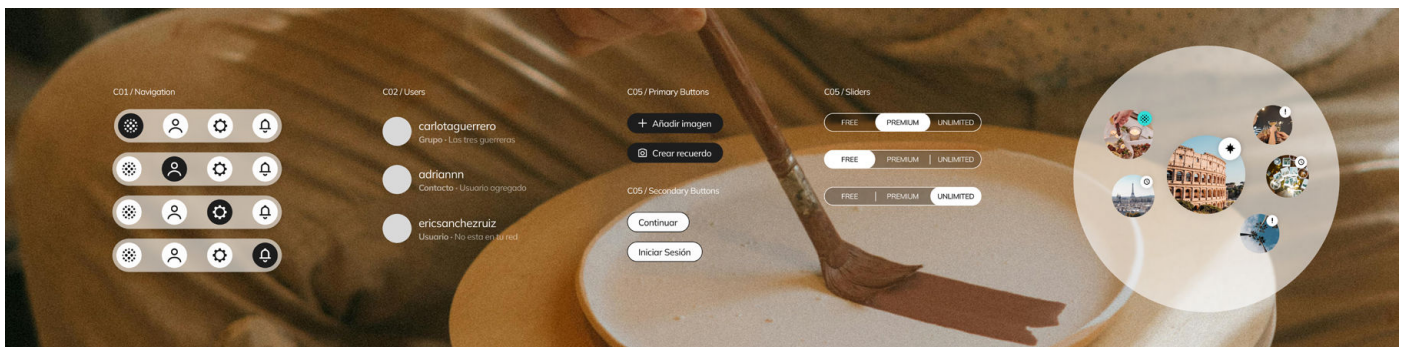
suvenir



Suvenir App

Suvenir is a photo app that allows users to instantly share and connect through photos in real-time during events, bypassing social networks and traditional albums. My role involved translating client needs into essential features and designing a seamless, visually captivating interface. I focused on creating an intuitive and immersive user experience, ensuring the app effectively captured and enhanced the magic of shared moments.

[See more](#)



Interested in Designer roles

Dear Hiring Manager,

I am excited to apply for a position with your team, bringing my enthusiasm for design and a thoughtful approach to every project. With three years of experience in graphic design, I am passionate about crafting visual identities and user-centered experiences that truly resonate. My journey in design has been shaped by formal training and hands-on projects that have deepened my skills in branding and communication.

At Summa Branding, Lola MullenLowe, and Insolite Solutions, I have had the pleasure of working on diverse projects for renowned clients like Bayer, FC Barcelona, and Tous. These experiences have enhanced my ability to deliver engaging design solutions while working closely with multi-disciplinary teams.

Proficient in Adobe Creative Suite and Figma, I bring a keen eye for detail and a passion for creating visually compelling designs. My approach ensures that every element of a project is thoughtfully considered and contributes to a cohesive and impactful visual narrative. Fluent in English, Spanish, and French, with some knowledge of German, I am comfortable collaborating with teams and clients from around the world. I also thrive in presenting my work and listening to client needs to propose effective design solutions.

One of my proudest achievements was receiving a Laus Bronze Award for the 'Sentir Alzheimer' project. This project involved working across multiple touchpoints, where each design decision was driven by a central concept: to humanize Alzheimer's disease and present it with empathy and authenticity. By integrating various design elements seamlessly, I aimed to reflect the true face of the condition and foster a deeper emotional connection with the audience.

Thank you for considering my application. I hope my portfolio demonstrates how my skills and passion align with your team's needs. I look forward to the possibility of discussing this opportunity further.

Sincerely,
Deborah Heide



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HEIDE GALAS**

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ME IN THREE KEY POINTS

- With +3 years of experience in graphic design, I've developed visual solutions for various brands, helping them convey clear messages and connect with their audience authentically.
- I enjoy approaching projects from a holistic perspective, exploring different aspects of design and communication to achieve the best results. The LAUS award for "Seguir Alzheimer" is a statement to my dedication and creativity in these approaches.
- Passionate about branding, I enjoy collaborating with brands and analyzing how each touchpoint affects their perception. I am proficient in tools like Adobe Creative Suite and Figma, and recently took a course in Interior Design to enrich my creative approach and broaden my perspective.

WORK EXPERIENCE

Insolite Solutions

Graphic designer and UX/UI designer

2021 — 2023
Barcelona

At Insolite Solutions, an innovative tech company focused on simplicity and human-centered design, I was the first designer hired, leading UI/UX projects and shaping cohesive brand identities across platforms.

- Led UI/UX projects, creating intuitive digital experiences that prioritized user-centric design.
- Developed consistent brand identities across multiple platforms, ensuring a unified visual approach.
- Managed a junior designer and collaborated closely with cross-functional teams to align design with user needs and business goals.
- Worked with clients in health, education, and startup sectors, ensuring a deep focus on user experience and brand impact in every project.

GRAPHIC DESIGN — UX / UI — SIMPLICITY — TEAM LEADERSHIP — INTERNAL DRIVE

Lola Mullenlowe

Art Direction Intern

2022
Barcelona

At Lola MullenLowe, an international creative advertising agency, I collaborated on high-profile projects during my internship, contributing to campaigns for major global brands such as Bayer, FC Barcelona, and Tous.

- Collaborated on campaign concepts for global brands, contributing to innovative and impactful creative ideas.
- Designed layouts and developed content across multiple channels, ensuring cohesive and engaging brand messaging.
- Gained valuable experience working in a fast-paced, team-driven environment, which improved my creative problem-solving and teamwork skills.

ART DIRECTION — CAMPAIGN CONCEPTUALIZATION — MULTICHANNEL DESIGN — CREATIVE ADVERTISING

Summa Branding

Communication and Design intern

2021
Barcelona

At Summa Branding, a leading branding agency focused on creating impactful connections, I contributed to internal communication efforts and supported the agency's creative and content initiatives.

- Designed internal communication pieces, enhancing clarity and engagement within the organization.
- Provided creative input on internal projects, contributing to strategy and execution.
- Supported content writing initiatives, helping shape the agency's voice and communication strategies.
- Refined skills in design and content creation, actively participating in the agency's internal development.

INTERNAL COMMUNICATION — GRAPHIC DESIGN — BRANDING — CONTENT CREATION

AWARDS



Bronze Laus 2023
ADG FAD — Laus Awards

→ [Sentir Alzheimer](#)

EDUCATION

Condé Nast AD

Interior Design course

2024

The Condé Nast AD Interior Design course gave me a fresh perspective on how design influences environments and user experiences, helping me create cohesive, engaging brands across all touchpoints.

IDEP Barcelona

Master's Degree in Graphic Design and Art Direction

2021 / 2022

At IDEP Barcelona, I received specialized training in graphic design and art direction, working on hands-on projects that helped refine my design skills and collaborate with creative teams in real-world scenarios.

Universitat de Girona

Bachelor's Degree in Advertising and Public Relations

2017 / 2021

Studying Advertising and Public Relations at the Universitat de Girona sparked my passion for branding and design. I worked on projects focused on creative branding strategies, which laid the foundation for my career in design and brand communication.

LANGUAGES

Spanish Native
French B2 Certificate

Catalan Native
German Basic notions

English
Working on my C1 Certificate

MY SKILLS

THECHNICAL

Adobe Creative Cloud
Illustrator, InDesign, Photoshop, Premiere, After effects

Web design
Figma

Creation of presentations
Keynote and Powerpoint

CREATIVE

Concept Development

Problem Solving

Attention to detail

Co - creation

Synthesis work

I enjoy turning complex ideas into simple, clear solutions that are easy to understand and connect with.

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[See more projects ↗](#)

MY CONTACT

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