

Laia Munna.

SENIOR VISUAL & DIGITAL DESIGNER

Senior Visual & Digital Designer with 12+ years of experience delivering high-impact solutions for global markets. Recently returned to Barcelona after 9 years in London, I specialize in bridging the gap between brand identity, digital innovation, and AI-assisted workflows. I have a proven track record of leading creative teams and managing large-scale campaigns, consistently combining creative excellence with scalable business growth.

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in Laiamunna
📷 Laia.munna (illustration)

Experience

SENIOR CREATIVE DESIGNER

MIQ | 2021 - 2025 | LONDON

- Conceptualized and developed bespoke creative solutions tailored to each client, playing a key role in achieving 40% of the company's 2024 revenue.
- Managed and delivered 139 digital campaigns in 2024 as part of the creative team ensuring deadlines, budgets and quality standards were consistently met.
- Collaborated with multidisciplinary teams to define creative concepts and campaign stories for brands such as Tiffany, COS or Ferrero.
- Led, managed and mentored a Creative Developer and a Junior Designer, fostering a collaborative environment, team alignment and professional growth.
- Produced interactive ad units and UI adaptations aligned with campaign goals, contributing to £11M in creative team profit and maintaining high client satisfaction.
- Presented creative concepts to clients and agencies, managed feedback and supported teams throughout the full production process.

CREATIVE DESIGNER & DEVELOPER

MIQ | 2019 - 2021 | LONDON

- Design and development of innovative digital advertising formats (IAB banners, interstitials, interscrollers, video wraps, overlays and DOOH) for global programmatic campaigns.
- Building of complex interactive units such as games, quizzes, 360° experiences and carousels with a strong UX/UI focus.
- Production of HTML5 and video animations using Google Web Designer, Celtra and After Effects. Development of storyboards and client presentations for international campaigns.
- Video editing and post-production with After Effects and Adobe Premiere for campaign and social media assets.
- Implementation of HTML5, CSS and JavaScript to add advanced behaviours and dynamic animations to rich media formats.

GRAPHIC & BRAND DESIGNER

MY LITTLE DUCKLING | 2016 - 2019 | LONDRES

- Market research and customer profiling, leading to a full rebrand including logo, website, packaging, catalogues and online communications.
- Creation and design of content for social media: posts, videos and newsletter, as well as liaising with influencers and potential advertisers.
- Development of promotional materials for trade fairs, pop-up stores and large-format advertising.
- Online advertising and multichannel campaigns, adapting creative assets across various digital platforms.
- Illustration and pattern design for seasonal campaigns, including prototype development for later pattern-making and production.

LEAD BRAND & GRAPHIC DESIGNER

MYVINILO | 2014 – 2016 | BARCELONA

- Lead designer in charge of producing decorative vinyl collections and bespoke designs.
- Design of catalogues, packaging and full product collections aligned with brand identity.
- Management and creation of online communications, including social media, newsletters and digital campaigns.
- Coordination of brand communications for affiliated labels within the group, such as L'Appartement.
- Supervision of production processes and coordination with suppliers to ensure quality and deadlines.









PREVIOUS EXPERIENCE

GRAPHIC DESIGN WORK PLACEMENTS (2012 – 2014, BARCELONA)

WOMEN'S SECRET – Graphic Design Intern, Marketing Department. Worked on online communication, banners, newsletters, promotional materials, and seasonal campaigns.

NORMA EDITORIAL – Graphic Design Intern. Designed books and comic materials, including book covers and promotional posters.

Tools

-  Figma
-  Adobe Photoshop
-  Adobe Illustrator
-  Adobe After Effects
-  Adobe InDesign
-  Adobe Premiere
-  Celtra
-  Procreate
- Google web designer
- CSS & HTML5
- Javascript

AI innovation:

- Midjourney
- ChatGPT
- Adobe Firefly.

Languages

Spanish and Catalan
Native

English
Fluent

Skills

Design & Art Direction:

- Art Direction
- Branding & Visual Identity
- Illustration
- Motion Graphics & Video Editing
- Generative AI Design.

Strategy & Product:

- Digital Advertising & Interactive Campaigns
- UX/UI Design & Design Systems

Management:

- Project Management (Jira/Agile)
- Team Leadership & Mentoring
- Client Management

Education

BACHELOR'S DEGREE IN GRAPHIC DESIGN AND COMMUNICATION

BAU, Centro Universitario de Artes y Diseño (Barcelona)