

IVAN ESTEBAN MANSILLA

JUNIOR BRAND & GRAPHIC DESIGNER | DIGITAL PRODUCTS | VISUAL COMPOSITION

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PROFESSIONAL SUMMARY

Junior brand and graphic designer focused on building visual identities and translating them into cohesive digital products, campaign assets, and visual compositions. Experienced in logo and brand-system development, social media content, image editing, product visuals, and communication pieces. Works primarily with Photoshop and Illustrator, supported by advanced Figma skills and AI-assisted tools to move efficiently from concept to polished, brand-consistent delivery.

DESIGN EXPERIENCE

Graphic Designer | Casa Biblica | Buenos Aires | 2023-2025

- Designed cohesive Instagram content and YouTube thumbnails, maintaining a consistent visual identity across digital channels.
- Redesigned the organization logo to improve scalability, versatility, and recognition across formats.
- Translated communication needs into clear, engaging visual assets from concept through final delivery.

Graphic Design & Branding | Amazing Grace | Buenos Aires | 2025

- Built the clothing store's visual identity from the ground up, including logo, graphic system, and brand applications.
- Created assets for products, advertising, in-store communication, and social media while protecting brand consistency.
- Presented visual proposals and incorporated feedback, adapting each brand application to the audience and project requirements.

ADDITIONAL EXPERIENCE

Multipurpose Cashier & Customer Service | Open 25 - Ezeiza Airport | Buenos Aires | 2025

- Delivered accurate, friendly service in a high-traffic environment while managing checkout, inquiries, stock replenishment, and store organization.
- Strengthened transferable skills in prioritization, teamwork, clear communication, and problem-solving under time pressure.

EDUCATION & TRAINING

UADE - Double Degree in Graphic Design and Multimedia & Interaction Design | In progress, expected 2030

Digital Graphic Design, UTN (2024) | Graphic Design for Social Media Diploma, Global Academy (2025) | Product Photography, Espacio Educa (2025)

SKILLS

Core design: Visual identity, logo design, brand systems and guidelines, visual composition, digital products, social campaigns and content systems

Visual production: Image editing and composition, product photography and retouching, mockups, banners, email graphics and CapCut video editing

Additional capabilities: Packaging, presentations, editorial design, typography, CMYK, bleed, dielines, preflight and print-ready artwork

Digital design: Advanced Figma, interactive prototypes, design systems and reusable components; working knowledge of wireframes and user flows

Tools: Adobe Photoshop, Adobe Illustrator, Figma, Canva, CapCut, Blender, Microsoft Office Suite

AI workflow: Generative Fill, Adobe Firefly, Canva Magic Studio, ChatGPT, Claude

Collaboration: Brief interpretation, visual presentations, client feedback, organization, teamwork, and deadline management

Languages: Spanish (native), English (B2 upper-intermediate)