



GERI SALTING

ART DIRECTOR & GRAPHIC DESIGNER

Website: WWW.GGSALT.WORK
Contact: gerisalting@gmail.com
Location: Valencia, ES

EXPERIENCE

- 07.2024 - Present **Designer**
Darkroom Agency | Remote | New York, USA
- Designs digital assets (paid ads, email/SMS, landing pages, marketplaces) & manage design systems across multiple client accounts.
 - Collaborates with clients and teams to deliver customer-driven designs, ensuring brand consistency and conversion optimization across channels.
- 06.2023 - 12.2023 **Graphic Designer**
ThinkPaladar S.L. | Barcelona, ES
- Led creative projects specializing in branding, art direction, packaging, social media, and strategic design for clients in the food delivery industry.
 - Collaborated with all internal stakeholders from Creatives to Marketing to deliver cohesive brand design solutions from ideation to execution.
 - Played a key role in the startup's rebranding.
- 04.2023 - 05.2023 **Communications**
MADNN Mag (publication & expo) | Barcelona, ES
- Worked on art direction & the communications strategy for the inaugural issue of the publication.
 - Authored the magazine's foreword & played a key role in crafting the chronicle.
 - Conceptualized, organized, and executed an exhibition for the magazine launch.
- 02.2023 **Communications & PR**
Nest-62 (event) | Barcelona, ES
- Collaborated with the Communications team to develop the communication and PR plan for the event.
 - Conceptualized, produced and edited promotional audiovisual content for the event.
 - Contributed to press release writing and stage production.
- 10.2020 - 06.2021 **Design & Marketing Project Head**
CRCL (merch arm) | Quezon City, PH
- Co-headed the official merchandise arm of the UP Music Circle.
 - Managed the Design Committee in fulfilling tasks in visual branding, product design development and production of publicity materials.
 - Managed the Marketing Committee in fulfilling tasks in social media marketing and brand strategy.
- 06.2019 - 07.2019 **Art Intern**
ASPAC - Dentsu Aegis Network (now Dentsu One Manila) | Makati, PH
- Conceptualized, developed and proposed pitch decks for marketing and advertising campaigns.
 - Assisted in creating advertising deliverables for various client brands.
 - Attended various workshops on advertising, digital marketing & strategy.

EDUCATION

- Class of 2023 **Master in Art Direction and New Narratives**
Elisava School of Design and Engineering
La Rambla 30-32, 08002 Barcelona, Spain
- Class of 2021 **Bachelor of Fine Arts, Major in Visual Communication**
University of the Philippines Diliman
1101 Quezon City, Philippines
Graduated *Cum Laude*

EXPERTISE

- TECHNICAL**
- Art and Creative Direction
 - Graphic Design (Branding, Print, Packaging, Web, Editorial)
 - Drawing & Illustration
 - Multimedia Design (Video & Photo Production, Editing, Basic Animation, Motion Graphics)
 - Creative Research & Strategy
- SOFTWARE**
- Proficient in Adobe Softwares (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
 - Proficient in Figma, Notion, Google Suite, Microsoft Office, Miro
 - Familiar with Generative AI (Midjourney, DALL·E, Adobe Firefly) & Prompting
 - Familiar with HTML & CSS
- SOFT SKILLS**
- Problem-solving
 - Project Management
 - Communication skills
 - Presentation skills
 - Detail-oriented
 - Interpersonal skills in leadership and team member roles
- LANGUAGES**
- English (*fluent*)
 - Filipino (*native*)
 - Spanish (*intermediate*)

AWARDS

- Beca Fahrenheit 2022 - ELISAVA**
Awarded with the Beca Fahrenheit organized by Elisava which aims to reward talent and stimulate creativity. The scholarship is granted based on merit to students who want to take a master's degree in the area of communication at Elisava.