

Curriculum Vitae

Hugo Alvarez

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Website ⊕

Portfolio (pdf) ⊕

Skills

Design & motion Adobe Suite

(Illustrator, Photoshop, InDesign)

+ After Effects · Figma (adaptive/
variable components) · TouchDesigner
· SparkAR

AI & motion Krea.ai (image generation)

· Claude & ChatGPT (workflow
assistance) · n8n (process automation)
· Lovable (rapid web prototyping)

Web & Commerce HTML · CSS · PHP

· Kirby CMS · Shopify

Social & Marketing Meta Business

Suite (paid & organic content,
performance measurement)

Languages Bilingual French/Spanish

· English B2 · Portuguese & Italian
basics

Experience

2018-now Creative direction around the Cero en Conducta music agency (ceroenconducta.es) Built social content strategy and calendar growing an organic community to 11k followers across 400+ promoted events.

2024-now Creative direction for surplus design studio (studiosurplus.fr) Integrated AI image generation with Krea.ai into the production pipeline.

08/2025-06/2026 Graphic designer at Agencia Sokorro (sokorro.es)

03/2026 Visual identity for Valencia's agency Radial, oficina creativa (radialoficinacreativa.com)

11/2024 Design system for Les Nuits de l'Art from Innov'Events, Reims

03/2024 Motion visuals for Pizza Delamama brand in XXL screens, Grenoble, Paris

02/2023 NFT's videos for the rebrand of TVI (tvi.iol.pt) with Judas agency (judas.rocks), Lisbon

2022-2023 Graphic design for the application of the city of Reims as European Capital of Culture in 2028 (reims2028.eu)

11/2021 Event management at Paris Peace Forum for Auditoire Paris

06-08/2020 Company internship at Auditoire Paris (auditoire.com)

2018-2019 Company internship at Intégral Ruedi Baur (irb-paris.eu)

Early experience

02-05/2018 Scenography and editorial internship at Musée des Beaux-Arts de Caen for «MURS» exhibition (mba.caen.fr)

01-04/2018 Graphic design for SI CINÉMA, international festival of cinemas in art schools organized by ESAM de Caen (www.sicinema.fr)

2016-2018 Visual development of Appear mobile application (appear.es)

08/2014 Exhibition mounting “XL/xs Diseñado por arquitectos” Centro La Rambleta (larambleta.com)

Press coverage and public engagements around brand and identity work

article *Cero en Conducta la promotora se convierte en sello musical...* in Neo2 (2021) ⊕

article *Les Rémois appelés à voter pour choisir le logo...* in Le Parisien (2022) ⊕

article and workshop *with the students of Lycée Chagall de Reims...* in L'Union (2022) ⊕

workshop *STARTED FROM THE BOTTOM* at ESAD Reims (2022) ⊕

article *Del 'reels' al videolyric...* in CastellonPlaza (2022) ⊕

article *Studio Surplus: du mobilier fait avec des déchets industriels* (2024) ⊕

Education

2019- 2021 Digital and Graphic Design Master's Degree at ESAD Reims (esad-reims.fr)

2018-2019 EPSAA Paris, Post-Diploma Digital Média (epsaa.fr)

2016-2018 Graphic Design Bachelor's Degree at Esam Caen (esam-c2.fr)

2015-2016 Rennes School of Fine Arts (eesab.fr)

2014-2015 Preparatory class in Plastic Arts, CAAP Gagny (caap-gagny.com/)

2000-2014 School period at the Lycée Français de Valencia (lfval.net)

02/2011 Company internship at Culdesac design (culdesac.es)

Interests

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Traveling, seeing exhibitions, cycling, architecture, graphic design and Valencia C.F mainly.

I've also practiced judo and rugby for many years.

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