

# NATALIA ESPAIN

## Multimedia Designer — Motion Graphics & Brand Assets

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Multimedia designer working in **motion graphics, video editing and brand assets**. Currently Content Analyst at **MRM (McCann Worldgroup)**, building and publishing pages for L'Oréal and General Motors inside strict brand guidelines. Alongside that, freelance motion graphics, ad campaigns and visual identity for independent clients — in After Effects, Premiere Pro, Cinema 4D and the Adobe suite. Remote work with teams across North America and Europe.

## EXPERIENCE

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### Content Analyst — MRM (McCann Worldgroup)

Remote | Jul 2025 – present

- **250+ pages published in Sitecore** for L'Oréal Germany and Switzerland — Garnier, L'Oréal Paris, Maybelline, Essie and Mixa — across multilingual sites.
- **150+ pages in Adobe Experience Manager** for General Motors (Buick, Cadillac, Chevrolet), holding brand consistency across markets.
- Image editing and asset preparation to brand guidelines; HTML/CSS inside the CMS.
- Built an internal tool with Claude Code that centralises reusable HTML snippets and per-brand documentation, cutting production and onboarding time (in testing with the team).

### QA Analyst — MRM (McCann Worldgroup)

Remote | Aug 2023 – Jul 2025

- QA on web pages and email campaigns at a rate of ~10 pages a day for two years: design, usability and cross-platform functionality.
- Automated repetitive checks and wrote templates and documentation that cut the team's turnaround time.

### Freelance Designer & Video Editor

Independent clients | 2025 – present

- **Estética Jaz** (beauty clinic) — Meta Ads campaign, social creatives and a product video combining motion graphics with AI-generated footage. **+40% in sales**.
- **Hot House Streaming** — short-form video editing in Premiere Pro and graphics in Illustrator. **Doubled the account's followers**; clips reaching **40,000 organic views**.
- **Cabotia** (AI startup) — full visual identity: logo, colour palette and visual system.
- **Vic Mielke** (DJ) — AI-generated visual world for her Instagram, built from her own photo shoot.

### Visual Content Designer — Buenos Aires City Government

Aug 2019 – Aug 2023

- Educational materials, infographics and graphic assets for training programmes reaching 500+ participants.

## EDUCATION

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**Multimedia Design** — Universidad Da Vinci, Buenos Aires | 2024 – present (in progress)

**Courses:** Digital Graphic Design (UTN, 2025) | AI Illustration & Creative Tools (Crehana, 2024) | AI Fundamentals (Coursera, 2024) | Digital Marketing (Digital Blue, 2021) | HTML5, Web Design & SQL (Educación IT, 2017)

## CERTIFICATIONS

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**Google AI Essentials** — Google / Coursera, 2025 | Verify: [coursera.org/verify/5L31GKUPJAMB](https://coursera.org/verify/5L31GKUPJAMB)

**UX/UI Design (Advanced)** — Coderhouse, 2022

**Nexus CMS — UAT & Publisher** — MRM internal system, 2025

## SKILLS

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**Motion & video:** After Effects | Premiere Pro | Cinema 4D | motion graphics | 3D modelling | video editing | CapCut

**Design:** Photoshop | Illustrator | Figma | Procreate | Canva | visual identity | brand systems

**Web & CMS:** Adobe Experience Manager | Sitecore | HTML5 / CSS | multilingual publishing

**AI & automation:** Claude Code | ChatGPT | Gemini | Whisk | AI-generated image and video | workflow automation

**Marketing:** Meta Ads

## LANGUAGES

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**Spanish** — native | **English** — B1–B2, in daily written use and spoken communication with international teams