



Álvaro Machuca

Brand & Web Designer



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Phone / WhatsApp / Telegram
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Main Location
Lima, Perú

Languages



Spanish
Native



Inglés
Advanced

Social Networks



[Alvaro Machuca](#)
Linkedin



Behance
[@AlvaroMachuca](#)

Latest Projects



Freight Logistics
Brand Identity Design -
Web Design

[See Projects](#)

Experience



Remote Freelance Designer
Alvaro M. Freelancer

Present

Lima, Perú

Specialized in web design, branding projects, and social media strategies. I collaborate with clients to create impactful visual identities and effective digital solutions.



Web Designer / Brand Strategist / Creative director
Macsen Branding Agency

2025

Lima, Perú

Lead web design and brand strategy projects, enhancing the agency clients online presence and spearheading innovative branding projects.



UI - Web Interface Designer
StaffDigital - Agencia Digital

March 2019 - October 2022

Lima, Perú

Responsible for crafting clean and functional user interfaces that enhance user experience with intuitive and visually appealing designs. I collaborated closely with teams of **front-end** and **back-end developers** to ensure seamless integration and functionality.



Graphic Designer
Novacons Real Estate

January 2019 - March 2019

Lima, Perú

Responsible for the graphic materials that strengthened corporate identity and supported marketing initiatives.



Graphic Designer - UI Designer
Fórmula - Marketing Agency

October 2018 - December 2018

Lima, Perú

I Merged graphic design and UI principles to enhance digital marketing campaigns and optimize user experience.

Education



EAE Barcelona
Business School

Master en Digital
Marketing & E-commerce
Until July 2025



Brand Master
Academy

Specialized Course in
Brand Strategy
Feb 2022



University of science
and Arts of Latin
America

Graphic Design specialized in
Corporate Identity and Image
- Diploma in Corporate
Communication
Dic 2021

Skills / Knowledge



Design

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign)

- CMS (WordPress /
Elementor)
- Web Design

- Wireframing
- Prototyping
- User Centered
Design

- User Research
- Usability Testing



Strategy

- Market Research
- Competitive Analysis

- Brand Positioning
- Brand Identity
Development

- Brand Workshops
- Communication
Strategy

- Storytelling
- Brand Story

Tools I use / Apps



Figma
UI Design, Prototyping



Illustrator
Design, Layout



Photoshop
Design, editing



Elementor
Web Builder



Premier
Video Editing



ChatGPT
AI



Notion
Project Management



Sketch
UI Design, Prototyping



Zeplin
Design workspace