



Álvaro Machuca

Brand & Web Designer

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alvarofmv@gmail.com

Phone / WhatsApp / Telegram
(+51) 990 716 716

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



Web Designer / Brand Strategist / Creative director
[Macsen Branding Agency](#)

2025

Lima, Perú



UI – Web Interface Designer
[StaffDigital – Agencia Digital](#)

March 2019 – October 2022

Lima, Perú



Graphic Designer
[Novacons Real Estate](#)

January 2019 – March 2019

Lima, Perú



Graphic Designer – UI Designer
[Fórmula – Marketing Agency](#)

October 2018 – December 2018

Lima, Perú



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

Education

Skills / Knowledge



Adobe Creative Suite
(Photoshop, Illustrator,
InDesign)

• CMS (WordPress /
Elementor)
• Web Design

• Wireframing
• Prototyping
• User Centered
Design

• User Research
• Usability Testing

Design

• 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