Sofia

SOFÍA CARBONELL

Multidisciplinary Digital Designer

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sofia.carbpl@gmail.com

Madrid-based designer focused on branding and ideation, with both a technical and a creative profile. Studying Digital Design at U-TAD while working as an active freelancer for international clients. My approach is to get fully involved in every project and explore how design connects with different fields, with a special interest in culture, music, art and technological innovation.

@sofia.capla
Portfolio
Linkedin
Rookies

EXPERIENCE

TheGarage: Advertising and Visual Communication Intern
MADRID | 2026
Part of the Freddie creative studio, developing advertising campaigns and designing graphic pieces (VP Hoteles, Trainline...).

Marco Studio: Packaging and Editorial Design Intern
VALLADOLID | 2026
Packaging design and development for food brands and wineries. Took part in branding briefings with clients, trend research and the creation of motion graphics pieces.

Freelance: Pitch Deck Layout and Design for Tech Startups
2023-2026
High-impact pitch deck design for tech startups and investors (20+ projects delivered). Corporate visual identity and branding.

U-tad Project Center: Participant
2025-2026
Member of multidisciplinary teams developing university projects in robotics and animation.
- Visual identity for a hospital assistance robot - EMMA Project (Fundación Artiaga)
- Creative Director of an animated short film - GALLY Project (Fundación ONCE)

DIME, Diseño de la Meseta: Member
2026
Member of the Castilla y León design association.

EDUCATION

Bachelor's Degree in Digital Design
U-TAD, LAS ROZAS, MADRID | 2023-2027
- Specialization in conceptualization, ideation and branding
- Final degree project developed within an Academic Research Group
- Highest honors (Matrícula de Honor) in 5 subjects

High School Diploma in Technological Sciences
COLEGIO SAN JOSÉ, VALLADOLID | 2021-2023

SOFT SKILLS

Creative thinking
Teamwork
Proactivity and Adaptability
Responsibility and Commitment

SOFTWARE

Figma
After Effects
Illustrator
Photoshop
InDesign
Premiere
Lightroom
Blender
Framer
Cinema 4D
3D Max
Processing
Gemini

ACHIEVEMENTS

Finalist - Selekted Bilbao (2026)

First prize - Gally Contest, Fundación ONCE (2026)

First prize - Entrepreneurship and Digital Innovation Contest, U-tad (2025)

Finalist - Mobile for Good Innovation Contest, Vodafone (2022)

LANGUAGES

Spanish: Native
English: B2