

Maria Garcia Tena

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I'm a Brand & Digital Designer with 10 years of experience across branding, digital products and design systems, working in agencies, in-house teams and independently.

My background in branding makes me care about the idea and personality behind a brand; my product experience makes me think about how that identity actually works once people interact with it. I enjoy turning creative ideas into coherent digital experiences and scalable visual systems, working closely with developers, and using research, testing and user behaviour to improve what we create.

CORE SKILLS

- **Brand & Digital Design.** Brand identity, visual systems, digital campaigns, web design, UI design, brand guidelines and digital content.
- **Design Systems.** Component libraries, Atomic Design, design tokens, Figma libraries and documentation for consistent, scalable digital products.
- **Research & Iteration.** Usability testing, user interviews, surveys, competitor analysis, wireframing and prototyping. Using qualitative and behavioural insights to refine design decisions.
- **Responsive & Accessible Design.** Responsive web design, usability principles and inclusive design following WCAG 2.2 guidelines.
- **Creative Direction & Content.** Creative concepts, storytelling, social media campaigns, photography, video, editorial design, illustration and motion design.
- **Cross-functional Collaboration.** Working with designers, developers and stakeholders to align creative ideas with user needs, technical constraints and business goals.

WORK EXPERIENCE

Owner, Brand Designer & Content Creator at AL FRESCO BAR

Huesca, Spain . Present

- Built the AL FRESCO, Cervecería Artesana's brand from the ground up, **defining its positioning, personality, target audience, visual identity, tone of voice and creative direction** across physical and digital touchpoints.
- Collaborated with the interior designer to **translate the brand into the brewery space**, using colour, personality and visual language to create a coherent experience between the identity, interior and communication.
- **Defined the photography, video and social media style**, creating a content system that keeps the brand recognisable while adapting to different campaigns, events and product stories.
- **Developed the pre-opening social strategy** around the refurbishment process, using behind-the-scenes content, Instagram polls and collaborative Spotify playlists to involve the local audience in the creation of the space and build anticipation and community before launch.
- **Evolved the content strategy** after opening around beer education, events, new releases and custom products, **using social engagement and audience behaviour** to identify which formats, editing styles and subjects drive more engagement.
- Generated **306K Instagram views, 9K interactions and 1K net new followers before opening** with 52.5% views coming from non-followers. Reels generated 162K views, with the introductory reel reaching up to 35K views and generating 408 follows.
- Currently developing Craft Beer for Dummies, an educational content series **designed around customer research** showing that many potential customers feel unfamiliar with craft beer. The series uses an approachable, first-person perspective to challenge stereotypes and make beer styles, flavours and alcohol strengths easier to understand.

UX/UI Designer at VisitScotland

Edinburgh, UK . Apr 2018 - Jan 2025

- **Built and maintained VisitScotland's design system and UI component library** in Figma using Atomic Design principles, turning design inconsistencies into reusable components.
- **Worked closely with front-end developers to bridge the gap between design and development**, improved communication and sped up design-to-development handoffs.
- **Designed responsive digital experiences** across VisitScotland's web products, translating brand identity into intuitive interfaces and reusable design patterns.
- **Used user research, usability testing and surveys** to understand user behaviour, identify problems and iterate on designs rather than treating launch as the end of the design process.
- **Created visual concepts and digital assets for branding and advertising projects**, using storytelling to maintain a coherent brand experience across different digital outputs.
- **Mentored junior designers** through feedback and day-to-day guidance, while contributing to Agile ways of working and more open collaboration across design and development teams.

WORK EXPERIENCE

Freelance Brand & Visual Designer

2014 - 2025

- Create brand identities and visual systems, developing concepts that translate across web, social media, print and physical touchpoints while maintaining a recognisable brand personality.
- Develop brand guidelines and design resources that help maintain visual consistency as brands grow and are used across different formats.
- Design responsive websites and digital experiences, bringing together brand identity, usability and accessibility rather than treating brand and digital design as separate disciplines.
- Create and adapt content across photography, video, social media, editorial design and illustration, responding to different audiences and communication needs.
- Apply a test-and-learn approach to ongoing brand work, using audience response and engagement to understand what resonates and inform future creative decisions.

UI Designer - DSA Practice

Edinburgh, UK . Oct 2017 - Apr 2018

- **Designed the UI for a web-based training platform** for Amazon Web Services, alongside supporting presentations and user documentation.
- Designed presentations to advertise the platform.

Design Intern - Dentsu Creative Edinburgh

Edinburgh, UK . Jul – Aug 2017

- Developed creative concepts across social media advertising campaigns, branding and editorial design.
- Contributed to brand guidelines and documentation supporting consistent application across creative outputs.

Junior Designer - Lang Athol

Edinburgh, UK . Dec 2016 – Jul 2017

- Developed creative concepts across social media advertising campaigns, branding and editorial design.
- Contributed to brand guidelines and documentation supporting consistent application across creative outputs.

TOOLS

Design. Figma · Adobe Creative Suite · Canva

Research. Maze · UserZoom

Collaboration. Miro · Asana · GitHub · Trello

Web. WordPress · Elementor

Additional. Motion design · AI-assisted creative workflows · CapCut

EDUCATION & DEVELOPMENT

Hackeando el algoritmo

Guille Collado, 2026

Conduct UX Research and Test Early Concepts

Google / Coursera, 2026

Usability Testing with UserZoom

Work Shadowing with UX Specialist Team, 2022

Aspiring Managers Training Course

Elite Training & Consultancy, 2021

HNC Web Design & Development

SEPE Professional Certificate, 2014

HND Graphic Design & Advertising

Escuela de Arte de Huesca, 2011–2014

Illustration & Design Workshop

Isidro Ferrer & Zeloot Van Dam, 2014

CONTACT

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