



CARLOTA VILARRASA

Digital Design | Branding | Marketing

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WORK EXPERIENCE

Founder & Creative Designer, Carrots Design

City of Mexico, Jan. 2026

- **Brand Identity:** Developed logos, visual systems, social media assets, mockups, and marketing materials.
- **UX/UI Design:** Created website structures, wireframes, and responsive layouts using Figma, WordPress, and Elementor.
- **Creative Direction:** Built cohesive visual and content systems for small businesses and growing brands.
- **Client Management:** Translated client needs into clear design solutions, messaging, and digital content.

Digital Designer, Entinta Design Studio

City of Mexico, Jan. 2026

- **Digital Design:** Designed social media assets, website visuals, landing page sections, and digital brand materials across formats.
- **Web & Interface Design:** Created website layouts, visual structures, and responsive design concepts using Figma, Framer, and Lovable.
- **Creative Support:** Contributed to content planning, visual direction, and design execution across digital communication projects.

Marketing Manager, Inspiralia US

City of Mexico, Nov. 2024

- **Brand Marketing:** Led US-focused marketing initiatives to strengthen visibility, positioning, and digital communication.
- **Events Management:** Developed LinkedIn content, event communications, landing pages, invitations, and promotional materials.
- **Project Coordination:** Managed marketing and design workflows across teams, including timelines, feedback, and final delivery.
- **Sales enablement:** Created pitch decks, one-pagers, client presentations, and follow-up assets to support business development.

Digital Experience & Business Analyst, Roche

Madrid, Sept. 2020 - Aug 2024

- **Digital Experience:** Supported digital transformation projects in a global IT environment, improving internal tools, workflows, and user experience.
- **Business Analysis:** Gathered and translated user and business needs into clear requirements, documentation, and actionable improvements.
- **UX/UI & Research:** Applied user-centered design principles through interviews, surveys, usability testing, gap analysis, and digital layout design.
- **Change Management:** Supported tech adoption, Agile delivery, and cross-functional collaboration with POs, engineers, and business stakeholders.

EDUCATION

UX/UI Bootcamp, Immune Institute

Madrid, May 2024 - August 2024

Masters in Marketing, Hult Business School

Boston, Sept 2020 - July 2021

BA Audiovisual Communication, UCH CEU

Valencia, Sept. 2015 - July 2020

BA Advertising, UCH CEU

Valencia, Sept. 2015 - July 2019

TECH STACK

Design: Figma · Adobe Suite

Web & NoCode: WordPress · Elementor · Lovable

AI Tools: ChatGPT · Claude · Gemini

CRM & Productivity: Jira · Salesforce · Monday. · Google Workspace

LANGUAGES

Spanish / Native

English / Professional (C2/TOEFL)

French / Basic (A2)