Ael.

// CONTACT

Email
anasoria.as@gmail.com

Phone
+34 699 85 74 78

LinkedIn
linkedin.com/in/anasoriaael

Portfolio
anasoriaael.com

Location
Madrid, Spain

// SKILLS

DESIGN

Figma · UX/UI · Wireframes · Prototyping · Responsive design · E-commerce · Branding · Art direction

FRONTEND

HTML5 · CSS3 · Sass · Flexbox · Grid · JavaScript · GSAP · WordPress · Git · GitHub · VS Code

GENERATIVE AI

Gemini · Nano Banana · ChatGPT · Claude · GitHub Copilot

DIGITAL MARKETING

On-page SEO · Google Analytics · Tag Manager · Mailchimp · Mailrelay

ADOBE, VIDEO & PRINT

Photoshop · Illustrator · InDesign · Lightroom · Premiere · Final Cut · Prepress · Large format

// LANGUAGES

Spanish	Native
English	B2

anasoriaael.com

Scan to see my projects

Ana Soria Ael.

Web & UX/UI Designer +6 YEARS

Profile

Web and UX/UI designer with six years of experience in graphic design, branding and e-commerce. I design interfaces in Figma, from structure to prototype, so they look good but above all are easy to use, and I can build them with HTML, CSS (Flexbox, Grid, responsive) and JavaScript. I come from art direction and visual identity, and I use generative AI as a tool, always with judgment and my own creative direction.

Experience

Art Director & Senior Graphic Designer

04/2021 — 07/2026

Vaukura / Cashdisplay · Grupo Herme — Madrid

- Designed the full interface and structure of vaukura.com (~400 products) and cashdisplay.com (~3,000) in Figma, and coordinated their build with an external development team.
- Hands-on WordPress maintenance and edits: theme customization, new pages, product listings and code-level fixes.
- Art direction for both brands: Vaukura's identity and logo redesign, product photography with my own editing method, banners, newsletters, social media and on-page SEO.
- Moved Vaukura's room photos from the studio to generative AI (Nano Banana) under my own art direction.
- Trade fair and event graphics: stand visuals, large format (roll-ups, pop-ups, displays), prepress, budgets and set-up planning.
- Organized information-heavy workflows to speed up the team's day-to-day, and automated repetitive tasks with AI.

Web projects

P/01 · Web design · Figma

Vaukura e-commerce website

Full Figma design of the online store: structure, navigation and interface. It is the live website today, built from my design.

Figma · UX/UI · E-commerce

↗ anasoriaael.com/proyectos/vaukura

P/02 · Web design · Figma

Cashdisplay website

Full Figma design of the website and online store for advertising displays: a technical catalogue of around 3,000 products.

Figma · UX/UI · B2B e-commerce

↗ anasoriaael.com/proyectos/cashdisplay

Education

2024 — 2025	**Master's in Creative Programming** LABASAD
2018 — 2020	**Higher Diploma in Print & Multimedia Publishing Design** IES Puerta Bonita
2016 — 2018	**Higher Diploma in Audiovisual & Live Events Production** IES Puerta Bonita