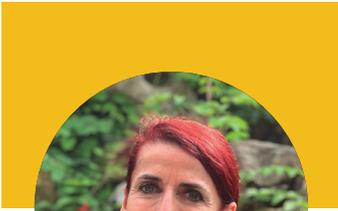


# MERITXELL HORTS

DISSENY GRÀFIC



C/ Sant Anastasi, 39-41 1º 2ª  
08911 Badalona · Barcelona  
619 829 296  
disseny@meritxellhorts.com  
[www.meritxellhorts.com](http://www.meritxellhorts.com)  
[linkedin.com/in/meritxellhortsguiu](https://www.linkedin.com/in/meritxellhortsguiu)

## EDUCATION

**POSTGRADUATE IN  
CORPORATE IDENTITY DESIGN**  
Elisava School of Design  
and Engineering of Barcelona  
2005 · 2006

**DIPLOMA IN GRAPHIC DESIGN**  
Elisava School of Design and  
Engineering of Barcelona  
1992 · 1998

**CAMBRIDGE UNIVERSITY**  
University of Barcelona EIM  
B1 Level · 2018 · 2022

## SOFTWARE

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
FIGMA  
iMOVIE

## ABOUT ME

Graphic designer and art director with over 20 years of experience in **branding, visual communication, trade marketing, e-commerce, and design for the retail and FMCG sectors.**

Throughout my career, I have worked both in top-tier **advertising agencies and as a freelancer**, collaborating with brands such as GrandVision (EssilorLuxottica), Perfumerías San Remo, Bella Aurora, Ferrero, Bimbo, and Borges.

In recent years, I have been involved in branding and trade marketing projects for GrandVision Spain and developed packaging and communication materials for Laboratorios Lensa.

Currently, I work as a freelance designer, but **I'm open to joining** a creative or marketing team under contract, where I can contribute **commitment, flexibility, and a strategic brand vision.**

My goal is to create value through strong **visual concepts, creative solutions, and an aesthetic sensitivity** that helps brands connect with people through coherent and memorable visual experiences.

## PROFESSIONAL EXPERIENCE

- **ESSILORLUXOTTICA**  
**FREELANCE SENIOR GRAPHIC DESIGNER- BRANDING · VISUAL MERCHANDISING & TRADE MARKETING · RETAIL · ECOMMERCE · SOCIAL MEDIA**  
**Octubre 2023 Present**  
  
Since **October 2023**, collaboration with **GrandVision (EssilorLuxottica)** on **branding, visual merchandising & trade marketing, and e-commerce campaigns** for their optical stores in Spain.
- **FREELANCE SENIOR GRAPHIC DESIGNER & ART DIRECTOR · BRANDING TRADE MARKETING · RETAIL & PACKAGING SPECIALIST · FMCG & E-COMMERCE**  
**Meritxell Horts Disseny Gràfic · Barcelona · Enero 2010 Present**  
  
Design of **visual identities, packaging, catalogues, editorial materials**, and retail campaigns.  
  
Collaboration with **Laboratorios Lensa, Perfumerías San Remo and Bella Aurora** on **packaging and communication** materials for **pharmacy channels and final customers.**  
  
Creation of **brand books, product sheets, presentations, and commercial materials** for national and international clients.  
  
Comprehensive approach combining **branding, design, and commercial strategy** to strengthen brand presence.  
  
Ability to adapt to **corporate environments or in-house teams** while maintaining long-term productivity and commitment.

# MERITXELL HORTS

DISSENY GRÀFIC



## SKILLS

---

BRANDING  
PACKAGING  
TRADE MARKETING  
EDITORIAL  
RETAIL DESIGN  
E-COMMERCE

## LANGUAGES

---

CATALAN native  
SPANISH bilingual  
ENGLISH B1 level

## PROFESSIONAL EXPERIENCE

---

### ● ALTRAFORMA ADVERTISING AGENCY

Art Director · Barcelona · January 2009 · January 2010

Art direction and design for projects with **Henkel, Ferrero y Universitat Ramon Llull.**

Development of promotional campaigns and visual materials for point of sale.

### ● BLAWCEL 360 AGENCY

Art Director · Barcelona · January 2007 · December 2008

Promotional marketing projects for **Henkel, Borges, PortAventura, Gas Natural, Aigua de Veri, Argal, Apis, Frico** and others.

Creation of brand materials, packaging, and visual campaigns for mass consumption.

### ● ALWAYS ADVERTISING AGENCY

Art Director · Barcelona · January 2006 · January 2007

Art direction for projects with **Caixa Penedès, Laboratorios Roche, La Redoute, Clínica Mediterránea, Cars Barcelona, Motorsol, GE Money y Gescredit.**

Design of catalogues, promotional materials, and integrated graphic campaigns

### ● ABM ADVERTISING AGENCY

Art Director & Design · Barcelona · January 2005 · December 2005

Art direction and design for **AsDara, Sikkens, and Ub Food Service.**

Development of corporate materials and visual communication campaigns.

### ● TBWA\WORLDWIDE

Art Director · Barcelona · January 1999 · January 2005

Art direction for **Nissan, Caixa Catalunya, Vichy Catalán, España, Fila, Solvay Farma, Laboratorios Kin, BCN03 Swimming Championships, LFP, RFEF, Lanjarón, and Bimbo.**

Design and execution of national and international campaigns, coordinating creative teams and graphic production.

### ● NAOR MULTIMEDIA

Graphic Designer · Barcelona · January 1998 · January 1999

Graphic design and art direction for multimedia and corporate identity projects..