

MERITXELL HORTS

DISSENY GRÀFIC



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ABOUT ME

Senior Graphic Designer and Art Director with over 20 years of experience in branding, retail, e-commerce and visual communication across FMCG, beauty and healthcare.

I combine creative direction, branding and hands-on design to develop consistent brand experiences across physical and digital channels. My experience includes visual identity, packaging, trade marketing, visual merchandising, point-of-sale materials, e-commerce and commercial presentations.

I am currently a Senior Graphic Designer at EssilorLuxottica, contributing to branding, retail communication, visual merchandising, trade marketing and digital content projects.

EDUCATION

POSTGRADUATE DEGREE IN CORPORATE IDENTITY DESIGN

ELISAVA Barcelona School
of Design and Engineering
Barcelona · 2005 · 2006

DIPLOMA IN GRAPHIC DESIGN

ELISAVA Barcelona School
of Design and Engineering
Barcelona · 1992 · 1998

UNIVERSITAT DE BARCELONA EIM

Cambridge English
Level B1 · 2018 · 2022

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
INDESIGN
FIGMA

PROFESSIONAL EXPERIENCE

● ESSILORLUXOTTICA

Senior Graphic Designer
Barcelona · October 2023 - Present

Responsible for developing brand and retail communication across physical and digital channels. Creation of branding, visual merchandising and trade marketing materials for retail environments, as well as e-commerce content, digital campaigns, social media assets and commercial presentations.

Collaboration with marketing, retail, commercial and production teams to develop and adapt creative assets, ensuring brand consistency and effective execution from concept to final artwork.

● MERITXELL HORTS DISSENY GRÀFIC

Senior Graphic Designer & Art Director · Independent Consulting
Barcelona · January 2010 - January 2023

Development of branding, packaging, editorial and retail communication projects for FMCG, beauty and healthcare brands. Collaboration with Laboratorios Lensa, Perfumerías San Remo and Bella Aurora on brand materials, packaging and commercial communication.

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SKILLS

BRANDING & IDENTITY
ART DIRECTION
GRAPHIC DESIGN
RETAIL DESIGN
VISUAL MERCHANDISING
TRADE MARKETING
PACKAGING 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 integrated campaigns, promotional communication and point-of-sale materials. Development of concepts and graphic pieces for clients such as Henkel, Ferrero and Universitat Ramon Llull, in coordination with account, marketing and production teams.

● BLAWCEL 360 AGENCY

Art Director · Barcelona · January 2007 - December 2008

Art direction and design of promotional campaigns, brand materials, packaging and point-of-sale communication. Projects for FMCG brands such as Henkel, Borges, PortAventura, Gas Natural, Aigua de Veri, Argal, Apis and Frico.

● ALWAYS ADVERTISING AGENCY

Art Director · Barcelona · January 2006 - January 2007

Art direction for graphic campaigns, catalogues, promotional materials and commercial communication. Development of projects for Caixa Penedès, Laboratorios Roche, La Redoute, Clínica Mediterránea, GE Money and Gescredit.

● ABM ADVERTISING AGENCY

Art Director & Graphic Designer · Barcelona · January 2005 · December 2005

Art direction and design of corporate materials, communication campaigns and brand pieces for AsDara, Sikkens and UB Food Service. Adaptation of visual solutions to different formats and commercial needs.

● TBWA\WORLDWIDE

Art Director · Barcelona · January 1999 - January 2005

Art direction and design for national and international campaigns for Nissan, Caixa Catalunya, Vichy Catalán, Espuña, Fila, Solvay Farma, Laboratorios Kin, Lanjarón and Bimbo. Development of communication materials and coordination with creative teams and print production suppliers.

● NAOR MULTIMEDIA

Graphic Designer · Barcelona · January 1998 - January 1999

Graphic design and art direction for multimedia projects, corporate visual identity and brand communication. Development of graphic pieces adapted to different formats and client needs.