

DANIHERRERA®

SENIOR CREATIVE & PHOTOSHOP ARTIST

Seville, Spain

creatividad@daniherrera.com +34 692 060 578 [LinkedIn](#)

13

YEARS IN DESIGN · SINCE 2013

● OPEN TO NEW PROJECTS

ABOUT

Philologist by training, designer by vocation. Over a decade turning ideas into brands, campaigns and spaces, with the same care for the message as for the image.

DISCIPLINES

Branding Campaigns Spatial design Photoshop art
Web Event project management

PORTFOLIO PROJECTS 14 ↗ Brand identities, campaigns and restylings · 2018 — 2026	CLIENTS 40+ Pharma, public institutions and brands, direct and through agencies	PHARMA & HEALTHCARE BRANDS 14 Amgen · Astellas · BMS · BeOne · UCB · Galderma · Sanofi...
INTERNATIONAL FAIR STANDS 10+ FITUR · MWC · ICEX Spain Pavilions · Fruit Attraction · 2016 — 2026	TEAM AWARDS 2 FITUR Best Stand 2021 · Eventex Silver 2017	EVENTS MANAGED ON SITE 20+ Medical congresses and international fairs as on-site Project Manager · 2016 — 2026

01 / Experience

2021 — Now	Senior Creative & Event Project Manager	Propulsa Comunicación
2018 — 2021	Head of Design & Event Project Manager	Absolute
2017 — 2021	Creative Director (freelance)	Extravaganza Comunicación
2015 — 2018	Graphic Designer	Absolute
2013 — 2015	Graphic Designer	Enjoy It

02 / Selected work

Pharma & healthcare campaigns

/21—

Amgen, Astellas, BMS, BeOne, UCB, Galderma and more · Concept, design and development

El Taburete ↗

/26

Brand identity

Pabellón de Andalucía at FITUR

/21

La Fábrica de las Emociones · Best Stand award

Pistón Burger ↗

/22

Brand identity · 3D interior · Photography

Rompe los límites ↗

/22

Campaign proposal · Instituto Andaluz de la Mujer

Ayuntamiento de Bollullos ↗

/20

Visual identity · Signage

Sevilla FC US Tour

/19

Image design and production · San Francisco / Boston

Airbus 10th Anniversary

/19

Event · Proposal design and production

Spain Pavilion at MWC

/18

Red.es · 50 co-exhibitors

03 / International fairs

On site at every event as Project Manager: welcoming the client, directing the stand build-up, coordinating build-up crews and event staff, and making sure everything runs to the client's standard.

2026	Fruit Attraction Madrid	Cuna de Platero
2021	FITUR Madrid	Pabellón de Andalucía · La Fábrica de las Emociones · Best Stand, Institutions & Regions
2021	FITUR Madrid	Ministry of Transport · Adif, Aena, Enaire, Puertos del Estado, Renfe
2020	FITUR Madrid	Turespaña · Smart Pavilion
2020	FITUR Madrid	Principado de Asturias
2020	FITUR Madrid	Adif · Ministry of Public Works stand
2018	MWC Barcelona	Spain Pavilion · Red.es, 50 co-exhibitors
2017	FITUR Madrid	Pabellón de Andalucía · Eventex Silver, Best Promotional Event
2016 — 2018	ICEX	Spain Pavilion at international food & wine fairs
2016	FITUR Madrid	Pabellón de Andalucía
2016	FITUR Madrid	Extremadura

04 / Congresses

2022 — 2026	SEOM · Medical Oncology	Bristol Myers Squibb · Madrid (Meliá Castilla) and Barcelona
2023 — 2026	SEHH-SETH · Haematology	BeOne Medicines · Seville, Palma, Oviedo and Bilbao
2022 · 2023 · 2025	SEMERGEN · Primary Care	Amgen · Seville, Valencia and Granada

05 / Clients

PHARMA & HEALTHCARE

Amgen
Astellas Pharma
Bristol Myers Squibb
BeOne Medicines
UCB
Sanofi
Incyte
Galderma
Jazz Pharmaceuticals
Medtronic
BD
Italfarmaco
Falk Foundation
Tecnimed

PUBLIC SECTOR & TOURISM

Junta de Andalucía ·
Turismo Andaluz
Turespaña
ICEX
Red.es
Adif
Ministry of Transport
Principado de Asturias
Xunta de Galicia
Diputación de Huelva
Ayto. de Bollullos de la Mitación
Ayto. de Ayamonte
Ayto. de Punta Umbría
Ayto. de Aljaraque

BRANDS & COMPANIES

Airbus
Sevilla FC
Caja Rural del Sur
Cuna de Platero
SKUDONET
Antonio Mula
Pistón Burger
El Taburete
AFUEGO
AREIA
Portobello
4LIFECBD
420CBDS
The 67 Bagsy
AJIHLE

06 / Skills & tools

Design	Photoshop · Illustrator · InDesign · Figma
3D & Spaces	Blender · SketchUp · V-Ray
Web	WordPress
AI · Image	Firefly · Midjourney · GPT Image · Nano Banana
AI · Video	Seedance
AI · Code	Claude Code · Cursor

07 / Education

Master's	Master in Graphic Design Adobe Authorized Training Center Euroinnova Business School · 2015
University	Hispanic Philology · Seville
Practice	Working as a designer since 2013

CONTACT

Let's work together.

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Interactive version · danihherrera.com/profile ↗