DANIHHERRERA®

SENIOR CREATIVE & EVENT PROJECT MANAGER · PHOTOSHOP ARTIST

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13

YEARS IN DESIGN · SINCE 2013

● OPEN TO NEW PROJECTS

ABOUT

I came to design from Hispanic Philology. Since 2013 I've designed identities, campaigns and stands, and coordinated build-ups, trade fairs and congresses on site. In the end, it all comes down to the same thing: finding the best way to tell a story, with words or with images.

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 · MMH · 2016 — 2026

TEAM AWARDS

20

Eventex · Eventoplus · EuBea · BEA · Agripina · FITUR · Fruit Attraction · MMH · 2016 — 2026

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	**MMH Seville**	Xunta de Galicia · Best Design Stand
2026	**Fruit Attraction Madrid**	Cuna de Platero · Most Original Stand
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 · Agripina Award, Stand
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 · Eventoplus Gold, Best Trade Show Presence · Eventex Silver, Best Promotional Event · BEA Bronze, Trade Show
2016 — 2018	**ICEX**	Spain Pavilion at international food & wine fairs
2016	**FITUR Madrid**	Pabellón de Andalucía · EuBea Gold, Trade Show
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
Tecnimede

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

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 ↗