

# Eric Perramon

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## AI Visual Designer & UI/UX Designer

I combine generative AI, art direction and visual storytelling with a solid foundation in Graphic and Interactive Design. Currently pursuing a Master's in Generative AI & Innovation, I craft hyper-realistic visuals, interfaces and design systems that balance creativity with structure. My approach merges composition, typography and user-centred thinking to create refined, brand-led digital experiences. Skilled in Figma, Adobe Creative Suite and AI visual pipelines, I focus on clarity, consistency and meaningful design solutions for modern tech products.

## EDUCATION

### **Evolve Academy, Madrid (online)**

#### **Master in Generative AI & Innovation • 10/2025 - Present**

- Specialized in the practical application of Generative AI for business optimization and innovation.
- Advanced proficiency in Large Language Models and Prompt Engineering for complex problem solving.
- Designed and deployed automated workflows and Autonomous Agents using No-Code tools (Make, n8n).
- Developed functional web applications integrating AI models and mastered multi-format content generation tools (Midjourney, DALL·E, Runway, Nano Banana, Sora, Veo, etc).

### **Escola Municipal d'Art i Disseny, La Garriga, Barcelona**

#### **CFGs in Advertising Graphics & Interactive Design • 09/2022 - 06/2025**

- Strong foundation in visual communication, typography, layout and branding.
- UI/UX skills in interface design, usability, prototyping and design systems.
- Creation of digital assets, iconography and responsive visual components.
- Experience in photography, audiovisual language and digital content production.
- Frontend fundamentals: HTML, CSS and basic interactive behaviours.
- Project-based workflow: concept development, execution and delivery across integrated design projects.

## WORK EXPERIENCE

### **ITW España, Les Franqueses del Vallès, Barcelona**

#### **Production Operator - Plastic Injection • 11/2023 - Present**

This plant is part of the global ITW Automotive network, specialized in the engineering, injection-moulding and production of plastic components and assemblies. It manufactures plastic parts and fasteners primarily for the automotive industry.

- Operation and supervision of plastic injection machines on a production line.
- Quality check of the produced parts, making sure they meet the established standards.
- Packaging and labeling of parts in boxes and pallets.
- Detection of issues in the machines and performing small adjustments and basic maintenance within my capabilities, coordinating with the maintenance team when needed.

### **Equivalenza, Hospitalet de Llobregat, Barcelona**

#### **Video & Content creator Internship • 11/2024 - 03/2025**

Equivalenza is a Spanish fragrance and cosmetics brand specializing in affordable, high-quality perfumes and home-aroma products, known for its sustainable and refillable packaging model.

- Recording and editing audiovisual content for advertising campaigns and social media. •
- Creating visual content aligned with the brand's digital strategy.
- Designing graphic material for web platforms, including banners, product images and campaign content.
- Developing and adapting content for in-store screens, improving visual communication at the point of sale.

## LANGUAGES

**Spanish** • Native

**Catalan** • Native

**English (C1)** • comfortable working in international teams and English-first design environments.

## CERTIFICATIONS

**Google UX Design** (Credential ID: OZMNZMIZQ71J) • Google Certificates • 10/2025

## SKILLS

### Software Skills

Figma, HTML&CSS, Adobe Creative Cloud, DaVinci Resolve, Generative AI Platforms (Nano Banana Pro, Kling, Seedream, etc.), ComfyUI, Freepik Spaces.

### Design Skills & Methods

Design Systems, AI Art Direction, Typography, Layout & Composition, Visual Storytelling, Prototyping, Creative Pipelines, Prompt Engineering.

### Soft Skills

Attention to Detail & Quality, Problem Solving, Teamwork & Collaboration, Time management & Organization

## EXTRA-CURRICULAR ACTIVITIES

### Evolve x PepsiCo AI Hackathon • 11/2025

Participated in the Evolve x PepsiCo Generative AI Hackathon, working in a cross-functional team to create a full rebranding campaign for Doritos, including positioning, visual identity and a video spot. This experience strengthened my ability to work under time pressure, collaborate with different profiles and use generative AI tools to create fast and tangible concepts.

## REFERENCES

### Marc Garrido UX Designer at Adevinta

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### Ariana Goicochea Social Media Manager at Equivalenza

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