

Eric Perramon

Granollers, Barcelona • +34 665156600 • ericperramon26@gmail.com • linkedin.com/in/eric-perramon

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

olrikmoustache@gmail.com

+34 649 04 07 35

Ariana Goicochea Social Media Manager at Equivalenza

agoicochea35@hotmail.com

+34 658 76 95 29