



Nicolás Dacal

BRAND & UX/UI DESIGNER

A Madrid/Berlin-based Brand Designer with UX/UI expertise. With a strong background in branding studios, I craft visual solutions that connect client needs with impactful design.

Focused on user-centered experiences, I blend strategy and creativity to solve problems through thoughtful, engaging, and effective design.

COMMUNICATIVE / CREATIVE RESPONSABILITY / TEAMPLAYER / ANALYTICAL / INTERNATIONAL / POLYHEDRIC / CURIOUS MIND

→ www.enedacal.com

EXPERIENCE

10.24 - NOW / ENEDACAL - BERLIN/MADRID

SENIOR BRAND & UX/UI DESIGNER (FREELANCER)

- Brand personality & creative idea
- Online/Offline Communication

(HOTEL COMENIUS BERLIN, HOTEL FRIEDRICHSTADT DRESDEN)

03.23 - 05.24 / WHYBRAND – BERLIN

MID/SENIOR BRAND DESIGNER

- Brand personality & creative idea
- Concept of design systems
- Pitch Deck design
- Naming & claim development
- Maintenance of digital brand portals
- Logo & corporate design
- Brand spaces such as trade fairs

(ARCELOR MITTAL, LINDE MH, WÖHNER, FUTURE SYSTEMS, SCHALTBAU, BARTEC, KPG ROTATION SYSTEMS)

03.21 - 02.23 / PRIVATE PIER INDUSTRY – BERLIN

MID BRAND DESIGNER (E-COMMERCE)

- B2B / B2C - Online / Offline
- Packaging design
- Concept of design systems
- Pitch Deck design
- Brand material for trade fairs

(GRACE O'MALLEY, IRISH PURE, LEMANJA)

02.20 - 06.20 / KNOM DESIGN – MADRID

TRAINEE / JR BRAND DESIGNER

- Strong focus on dynamic branding
- Motion graphics. High-level Usage of Adobe Package.

(CIVITAS PACENSIS, MUSEO REINA SOFÍA, AYO MADRID)

07.18 - 05.19 / SILENCIO VERDE – MADRID

ART DIRECTION (FREELANCER)

- Project Manager and rebranding

07.16 - 06.18 / BID DI_MAD. MATADERO – MADRID

ART DIRECTION (FREELANCER)

- Layout and optimization of "bid18" publication
- High-level Usage of Adobe Package
- Strong focus on dynamic branding

EDUCATION

10.24 - 02.25 / SPICED ACADEMY – BERLIN

UX/UI BOOTCAMP

- Design Thinking / Storytelling / User Flows /
- / User Journey / Prototyping / Design Systems
- User Testing / Pitch-deck

02.22 - 01.23 / SHIFTA BY ELISAVA – BARCELONA

MASTER OF ARTS IN BRANDING

- Visual Identity / Naming / Brand Book /
- Brand Guide / Social Media / UX Branding

09.16 - 06.20 / ESCUELA SUPERIOR DE DISEÑO – MADRID

BACHELOR OF ARTS IN GRAPHIC DESIGN

- Visual Identity / Typography / Editorial Design /
- Motion Graphics / Corporate Design / Developing
- and code / UX/UI Design / Illustration / Photography

04.16 - 10.16 / CICE SCHOOL – MADRID

OFFICIAL ADOBE COURSE

- High-level Management: Ai, Ps, Id.
- Adapt to meet project-deadlines.y

LANGUAGES

→ Spanish

Native

→ German

C1 (Advanced, Profesional)

→ English

C1 (Advanced, Profesional)



DE-Berlin / ES-Madrid

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