

Wilder Bermudez

SENIOR GRAPHIC DESIGNER

Reading, UK · Full right to work in the UK · hello@wilderbermudez.com · wilderbermudez.com · linkedin.com/in/ckgrafico

01 SUMMARY

Senior graphic designer with a decade of experience across agency, in-house and multi-brand environments. Specialises in brand identity, campaign and art direction, with motion and editorial in the toolkit. Turns complex briefs into clear, distinctive visual systems that scale across digital, social, retail and print. Bilingual in English and Spanish, looking for a senior graphic or brand design role, in-house or agency, to contribute both strategically and hands-on.

02 EXPERIENCE

Senior Graphic Designer

Sep 2025 – Present

[Furniture Village](#) · Slough, UK (Hybrid)

- Evolve the brand across digital and retail touchpoints, working on campaigns and customer-facing assets.
- Partner with marketing teams to shape and deliver campaign ideas across web, email and in-store.
- Build templates, guidelines and design systems that improve consistency and speed across projects.

Senior Brand Designer

Jul 2024 – Jun 2025

[BlendB2B](#) · Reading, UK / Remote

- Led brand and campaign design for a portfolio of B2B technology clients, from concept through to delivery.
- Produced a high volume of LinkedIn paid-social ads across a portfolio of B2B tech brands, built to perform in a crowded feed.
- Partnered with strategists to translate positioning into clear, scalable visual systems across web and campaign touchpoints.

Motion Designer, then Design Manager

Aug 2020 – Jul 2024

[LA Micro Group UK](#) · Bracknell, UK

- Led creative across multiple brands within a multi-brand group, covering campaigns and marketing output.
- Managed and mentored designers, and improved ways of working across the team.
- Delivered brand updates and digital content, including video and motion graphics.

Digital Designer

Jan 2020 – Jun 2020

[Interactive Schools](#) · High Wycombe, UK

- Designed and built websites for private schools, covering UX, UI and developer handoff.
- Created print and digital assets for events, prospectuses and email.

Middleweight Designer

Sep 2018 – Jan 2020

[Gloo Communications](#) · Reading, UK

- Created digital campaign visuals for B2B clients across technology and finance.
- Contributed to concept development and pitch visuals.

Digital Designer

Jul 2016 – Aug 2018

[Screaming Frog](#) · Henley-on-Thames, UK

- Produced infographics, animations and branded content for SEO and digital campaigns.
- Worked with marketing and development teams to optimise creative for online distribution.

03 SKILLS

Disciplines: Art Direction · Brand Identity · Campaign Design · Motion Design · Editorial & Layout · Typography · Design Systems · Web & UX · Creative Direction · Team Management

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Microsoft Office

Languages: English · Spanish (bilingual)

04 EDUCATION

Bachelor in Graphic Design · Instituto de Diseño de Caracas · 2011 – 2014