

I am a Creative Specialist in Graphic Communication, focused on projects that tackle societal issues or contribute to enriching culture.

I have an MA in Graphic Communication Design from Central Saint Martins (University of the Arts London) and a Licenciatura (BA + MA) in Fine Arts and Design from the University of Barcelona.

With 10+ years of experience designing concept-lead visual narratives across Graphic Design, Art Direction and Creative Campaigning.

My practice is rooted in a conscious design methodology, always prioritising socially responsible practices over everything else. This is not just from an environmental approach but also to create a viable system of understandable tools that go beyond aesthetics.

I am actively on the lookout for new projects and challenges within like-minded collaborative environments. I am open to working with projects big or small, I also offer pro-bono or concessionary services to support charities and causes.

If you'd like to work with me, [get in touch](#).

Alfonso Cruz (he/they)  
Graphic Communication

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10/2016 — Present — Alfonso Cruz Ltd.  
Graphic Communication

Setting up my Limited Company has allowed me to steer towards projects I believe can benefit society. Over the last few years, I've worked with the cultural sectors supporting artists, developed data visualisation tools for researchers, and strategised activist campaigns. My aim is to utilise my experience and skills to support social causes and meaningful projects.

12/2012 – 10/2016 — MHG Design  
Graphic Designer

At MHG Design, we produced design lead 360 marketing campaigns. I was responsible for handling projects from conception to delivery whilst liaising with both clients and suppliers. Working across digital and printed media expanded my coding and print production knowledge.

02/2012 – 07/2012 — Edelman  
Digital Designer

I was part of the PR and marketing consultancy firm Edelman's Digital team, where we strategised and developed online campaigns for clients like X-Box, Bose, Chrysler and Krispy Kreme. Working with blue-chip corporations gave us access to test and adopt early social media functions such as interactive Facebook pages.

03/2011 – 02/2012 — ASL Vision  
Designer

My initial task at ASL Vision was to design the interface for ASL 360, the world's first ever stand-alone system for industrial vehicles offering the operator a bird's eye real-time view of the vehicle and its surroundings. I then developed the branding and packaging for this product with the marketing team and supported the production of advertising collaterals.

09/2020 — 07/2022 — Graphic Communication Design [MA]  
Central Saint Martins  
University of the Arts London

09/2017 — Agit-Zine [Workshop]  
Virgil Abloh x Neville Brody  
Nike Off Campus, London

06/2017 — Art Direction [Short course]  
Chelsea College of Arts  
University of the Arts London

03/2014 — Screen Printing [Short course]  
Ink Spot Press  
Brighton

05/2013 — 100 Design Projects [Short course]  
Central Saint Martins  
University of the Arts London

09/2008 – 09/2010 — Product and Graphic Design [MA]  
Universitat de Barcelona

09/2007 – 06/2008 — Fine Arts [BA - Stage 3]  
Universidad de Málaga

09/2005 – 06/2007 — Fine Arts [BA - Stages 1 and 2]  
Universidad de Sevilla

Skills: — Creative Campaigning, Art Direction,  
Research through Graphic Analysis,  
Editorial Design, Branding,  
Web Design, UI Design,  
Imagemaking, Printmaking.

Fluent in English and Spanish

