



# Mel Robledo

Illustrator - Graphic Designer

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Buenos Aires  
Argentina

## About me

Graphic Designer & Illustrator with over 6 years of experience, passionate about creating designs that embody modern perspectives and positivity.

As a crypto enthusiast with experience in Web3 projects, I have a strong understanding of the blockchain ecosystem and its community.

I'm dedicated to producing visually engaging, thoughtful work that resonates with diverse audiences.

I'm seeking a challenging role where I can apply my skills while growing and evolving in a positive, creativity-driven environment.

## Experience

**MIAU!**  
Creative Studio

2017 - 2020

GRAPHIC DESIGNER

- Designing brand identities following style guides.
- Designing magazines, newspapers, and online publications.
- Turning complex data into visually engaging infographics.
- Collaborated with team members preparing files for editorial printing.

**PEACEVOID**  
CCOmpany

2021 - 2024

<https://os.peacevoid.world/>

ILLUSTRATOR - GRAPHIC DESIGNER  
CONTENT CREATOR

- Creating assets for NFTs Peacevoid Collection.
- Designing digital content for social media platforms.
- Collaborated with the UX/UI team designing pieces for web content.
- Assisted the marketing team on developing / executing social media campaigns and managing day-to-day engagement.
- Lead the creation of engaging content that resonates with the community, including blog posts, tweets and graphics.

## Skills

- Proficient with Adobe Creative Suite PRO working on Photoshop, InDesign, and Illustrator.
- Excellent understanding of design principles, typography & color theory.
- Advanced proficiency in Figma, Google Suite, and Project Management tools.
- Crypto-native, with a strong understanding of Web3 concepts, trends, and communities.
- Strong understanding of digital marketing channels and tools including Twitter and Farcaster.
- Skills on Photography and video editing.
- Flexible and dedicated to meeting project deadlines.
- Great communication with a collaborative spirit.
- Capable to manage multiple design projects simultaneously.

## Education

Bachelor of  
Graphic Design **unne University**

2011 - 2016

Bachelor of  
Digital Art **unne University**

2016-2018

- Certified in 2D digital illustration.
- Currently studying 3D - VR modeling.

## Languages

**SPANISH** Native

**ENGLISH** Fluent