

MARÍA CRISTINA GIL PFEIL

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Creative designer with 10+ years of cross-industry experience in graphic, web, and product design. Skilled in branding, e-commerce development, and digital marketing strategies. Adept at leading design projects from concept to execution, consistently delivering innovative solutions that drive engagement and business growth.

SKILLS

- Adobe Creative Suite: Proficient in Illustrator, Photoshop, and InDesign for advanced graphic design and visual content creation.
- Creative and Web Platforms: Proficient in Shopify, Canva, Wix and Figma for digital content and web design.
- Digital Marketing Tools: Experience with Mailchimp, Meta Ads, and Google Ads for managing and optimizing digital campaigns.
- Multimedia Content Production: Capable of producing and editing visuals for social media, websites, and promotional materials.
- Project Management: Strong ability to manage multiple design and marketing projects simultaneously while meeting deadlines.
- Cross-Functional Communication: Effective in communicating ideas and collaborating with multidisciplinary and remote teams.
- Languages: Spanish (Native), English (Professional working proficiency), German (Intermediate), Italian (Basic)

WORK EXPERIENCE

2025 – Present Freelance Designer (Remote)

- Provide ongoing content creation services for various clients, including web banners, incentive campaign emails, and digital and print design assets for social media.
- Website design using Figma in collaboration with specialized developers.
- Design and implementation of Shopify e-commerce stores, including product uploads, app integrations, and payment platform setup.
- Developed digital guides on tourist attractions and printable materials to enhance the destination experience.

2014 – 2024 Co-Founder & Head of Design – ATAR Diseño (Sustainable Fashion – Chile)

- Led graphic and product design efforts, as well as marketing campaign coordination.
- Successfully launched Shopify-based e-commerce, improving UX and conversion rates.
- Developed and implemented digital marketing strategies, reducing CPA by 26.9% and increasing ROAS by 117% within one year.
- Diversified into the women's market in 2022, resulting in 35% of total revenue in 2023.
- Designed 18 original collections, including ties, bow ties, and organic cotton basics.
- Directed over 20 photoshoots with models, ensuring brand consistency and high-quality presentation.

2021 – 2023 Graphic Designer – Roll'eat (Reusable Food Wrappers – Spain)

- Designed 6 new product collections and refreshed 3 existing ones, producing both digital and print catalogs.
- Created digital assets for social media campaigns, including high-performing video reels.
- Collaborated with Chinese manufacturers to oversee production of branded and custom designs for over 300 clients.
- Led UX review and design for the US-targeted website.

2014 – 2020 Graphic, Web & Experience Designer – Faro Travel (Tourism Startup – Chile)

- Designed a travel social network with interactive features like wishlists, interactive maps, and user-generated content.
- Built e-commerce platforms for gifting tourism experiences and service bookings.
- Planned and executed 3 major community events (+1000 attendees), featuring international speakers such as Alan Estrada (MX), Jorge Sánchez (ES), and André Brugiroux (FR).
- Created branded content for social media to grow user base
- Designed email newsletters for platform updates and community engagement.

EDUCATION

2012	Professional Degree in Integral Design, Pontifical Catholic University of Chile
2011	Fashion Design Erasmus, Polytechnic University of Milan, Italy
2008 – 2011	Bachelor's Degree in Integral Design, Pontifical Catholic University of Chile