



Teresa Costas

GRAPHIC & MARKETING DESIGNER · 2D ARTIST

Madrid, Spain · open to full-time roles and freelance campaigns

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Spanish graphic & marketing designer with 5+ years of experience creating digital campaigns, UI/UX art and motion graphics. Specialised in marketing design for gaming and entertainment, with a strong background in visual storytelling, branding and user-focused design. Visual designer at Luckia Gaming Group, previously in the dynamic ads team at IPG Mediabrands.

EXPERIENCE

Visual Designer · Luckia Gaming Group

2023 TO PRESENT · IN-HOUSE

- Focused on player acquisition and engagement, creating brand-consistent marketing assets: banners, social media creatives, icons and animated ads.
- Produce and optimise high volumes of static, animated and HTML5 assets, from concept to localisation, under tight deadlines.
- Collaborate closely with different departments on design solutions that enhance player retention and conversion.

Player acquisition · Social · Display · HTML5 · Motion

Graphic Designer · IPG Mediabrands · MBCS

CASE STUDY →

2019 TO 2023 · MADRID · DYNAMIC ADS TEAM

- Helped pioneer some of Spain's first campaigns in innovative formats, including one of the first dynamic TikTok ads in the country, for Decathlon.
- Developed personalised, data-driven creatives across digital, OOH and TV for brands such as Decathlon, Prime Video, ONCE, Valor, Porcelanosa and PokerStars.
- Managed multiple high-volume projects under tight deadlines, with measurable improvements in engagement and performance.

Programmatic & DCO · Connected TV · OOH · Social

UI Designer & 2D Artist · Honey Bun Games

PROJECT →

2023 TO PRESENT · PART-TIME · INDIE STUDIO

- Keep the art direction of Love at First Bite, a vampire dating sim, consistent while creating its visual assets: mainly UI elements and illustrations.
- Designed the game's UI and visual identity and drew its characters.

SELECTED PROJECTS

Love at First Bite

2023 +

Vampire dating sim, coming to Steam. UI, visual identity and characters.

Blaster Buds

2020

Best mechanics award, Spain Game Devs Jam II. Designed and implemented the UI.

Viktor's Mayhem

2020

Game jam shooter. UI, animated characters and art direction.

R4D10 HEAD

2022

Stealth demo with a noisy, self-sabotaging robot. Character and UI design.

SKILLS

TOOLS

Photoshop Illustrator
After Effects Premiere Pro
Figma HTML5 Unity

CRAFT

UI art Illustration Web design
Animation Motion graphics
Prototyping

EDUCATION

Bachelor in Design

Universidad Complutense de Madrid · 2015–2019

Major in digital design and animation

C1 Advanced English

University of Cambridge · 2014

Council of Europe level C1

LANGUAGES

Spanish Native
English Advanced (C1)

INTERESTS

Videogame development · Motion design ·
Costume making · Content creation ·
Photography