

Lucía Genovard Sánchez

Graphic and digital designer · Web design and branding

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PROFILE	Graphic and digital designer specialising in web design for the hotel and tourism industry. I have designed and managed 4 web projects end to end, from briefing to launch, working with clients and development teams. I combine interface and component design in Figma with project management and support for a portfolio of more than 200 clients.		
EXPERIENCE	Project Manager and Web Designer · Clicktotravel	May 2025 – Present	
	Palma, Mallorca		
	<ul style="list-style-type: none">End-to-end design and management of 4 web projects for the hotel industry, from briefing to launch.Design of web pages and components in Figma for projects such as Magic Hotels, Ona Hotels and Cabot, working with the development team.Coordination with the development team to define new components and features, and client liaison to follow up on requirements and deadlines.Technical support and issue resolution for a portfolio of more than 200 clients, including NYBAU, Lago Resort Menorca and Prelude Collection.Contribution to projects for brands such as Puro, Alegria Hotels and Can Bordoy; task and deadline management in ClickUp.		
	Graphic Design Intern · Clicktotravel	February 2025 – May 2025	
	Palma, Mallorca · Academic internship		
	<ul style="list-style-type: none">Design and production of graphic assets and content layout for tourism web projects, working with the design team.		
	Technical Drawing and Customer Service · Genovard Limart	2021 – 2025	
	Palma, Mallorca		
	<ul style="list-style-type: none">Technical carpentry drawings in AutoCAD and direct work with clients to define design, finishes and requirements, from proposal to production.		
SELECTED PROJECTS	Magic Hotels · Corporate website · Clicktotravel	2025	
	Figma design of the new website for a Mallorcan hotel chain with two hotels for different audiences, adapting a component library to its new visual identity. Website live.		
	Cabot Hotels · Custom page and components · Clicktotravel	2026	
	A new general dining page and two custom components, a top slider and a dish slider, integrated into an existing website. Design approved, in development.		
	PXP · Branding · Final degree project	2024 – 2025	
	Visual identity for a socially committed series of alternative urban music events: research, concept, logo, graphic system, applications and brand guidelines.		
SKILLS	Areas: Web design · Interface design (UI) · Branding and visual identity · Graphic design · Layout · Project management		
	Tools: Figma · Adobe XD · Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere) · AutoCAD · ClickUp		
	Management: Coordination with development teams · Client relations · Deadline tracking · Technical support		
EDUCATION	Higher Degree in Graphic Design · Escola d'Art i Superior de Disseny de les Illes Balears	2021 – 2025	
	Palma, Mallorca · Final project: PXP, visual identity		
	Baccalaureate in Science and Technology · Col·legi Sant Pere	2019 – 2021	
	Palma, Mallorca		
LANGUAGES	Spanish: native · Catalan: native · English: C1		