

Adalberto Hugo Beghelli
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https://beghelli.com.ar
Dual Italian-Argentine Citizenship

Professional Summary

Seasoned graphic designer and creative professional with 36+ years of experience in graphic design, copywriting, photography, and marketing strategies. Evolved from traditional techniques like retouching photos with tempera and ink to mastering the latest Adobe Photoshop versions and digital tools. Proven track record working for large companies, agencies, commercial clients, and political campaigns. Extensive remote work experience since 2002 for Spanish agencies, delivering high-quality results independently. Strong in creativity, adaptability, and leveraging technology for innovative solutions. Seeking opportunities to contribute expertise in a dynamic environment.

Work Experience

Graphic Designer

Imension Consultoria Digital S.L. & Logorapid
Barcelona, Spain
2012 – Present

- ◆ Designed graphics for digital consulting and professional logo services, focusing on client branding and visual communication.
- ◆ Managed remote projects, ensuring timely delivery and high client satisfaction.

Graphic Designer

Aulamx S.L.
Alicantilla, Spain
2002 – 2012

- ◆ Created visual content for educational and marketing materials, adapting to evolving digital trends.
- ◆ Collaborated remotely with teams to develop cohesive designs.

Creative Director

Beghelli Studio
Buenos Aires, Argentina
1997 – 2002

- ◆ Led creative teams in developing campaigns for commercial and political clients.
- ◆ Oversaw art direction, copywriting, and production from concept to execution.

Art Director

Ceballos & Co
Buenos Aires, Argentina
1993 – 1997

- ◆ Directed artistic vision for advertising projects, ensuring alignment with client objectives.
- ◆ Managed design workflows and mentored junior staff.

Art Director

Estudio Plus
Buenos Aires, Argentina
1990 – 1993

- ◆ Handled art direction for various graphic projects, emphasizing creativity and detail.

Junior Creative Writer

McCann Erickson
Buenos Aires, Argentina
1989 – 1990

- ◆ Contributed to copywriting for advertising campaigns, developing engaging narratives.

Graphic Designer

Franca Publicidad
Buenos Aires, Argentina
1987 – 1989

- ◆ Designed promotional materials and visuals for advertising initiatives.

Marketing Assistant

Disco Supermarket
Buenos Aires, Argentina
1982 – 1985

- ◆ Supported marketing strategies, including promotions and customer engagement.

Education and Training

Full Stack Web Developer - Java React

Humangest
Roma, Italy
2025

Web Marketing

Inforcoopicpa
Turin, Italy
2023

Junior High School

CPiAI Paulo Freire
Turin, Italy
2022

3D Modeling

MIMUC
Buenos Aires, Argentina
2000

Creative Writer

A.A.P.A.
Buenos Aires, Argentina
1989

Photo Special Effects

Fotoclub Buenos Aires
Buenos Aires, Argentina
1988

Graphic Designer

Esc. Panamericana de Arte
Buenos Aires, Argentina
1986

Laboratory Technician

University of Marón
Marón, Argentina
1989

English Teacher

Cambridge Institute
Buenos Aires, Argentina
1976

Commercial Expert and National Baccalaureate

Ntra. Sra. del Buen Viaje
Buenos Aires, Argentina
1976

Skills

- ◆ Graphic Design (Adobe Suite, Photoshop expertise)
- ◆ Copywriting and Creative Writing
- ◆ Photography and Photo Editing
- ◆ Marketing Strategies and Web Marketing
- ◆ 3D Modeling
- ◆ Remote Collaboration and Project Management
- ◆ Creativity and Problem-Solving

Languages

- ◆ Spanish: Native (100%)
- ◆ Italian: Advanced (90%)
- ◆ English: Proficient (80%)

Boost your Startup & Tech

@Senior Creative Partner & Frontend Developer

36+ years of visual evolution: From analog craftsmanship to custom-coded digital experiences.

@Professional Summary

Seasoned multidisciplinary designer and creative strategist with a unique career path. I have evolved from traditional retouching techniques to mastering modern digital tools and clean-code frontend development (HTML, CSS, JS). I specialize in delivering high-performance digital products for startups and agencies without the overhead of heavy frameworks. Proven track record in remote collaboration since 2002.

@Key expertise

- ◆ Custom Frontend: Tailor-made websites (No Tailwind/Bootstrap) for maximum speed and SEO.
- ◆ Lateral Marketing: Disruptive strategies that connect emotionally with the audience.
- ◆ Art Direction: Comprehensive vision from conceptualization to final execution.

@Work Experience (Focused)

- ◆ Senior Designer & Frontend Developer | Imension & Logorapid (Barcelona) | 2012 – Present | Branding and custom web development, working remotely with top-tier teams.
- ◆ Senior Creative Designer | Aulamx S.L. (Spain) | 2002 – 2012 | Visual content and remote marketing strategy for emerging digital trends.
- ◆ Creative Director | Beghelli Studio & Ceballos & Co | 1993 – 2002 | Team leadership and management of large-scale advertising and political campaigns.
- ◆ Copywriter & Designer | McCann Erickson & Franca Publicidad | 1987 – 1990 | Training in the fundamentals of traditional advertising and brand storytelling.



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