

Shema Vallejo

Editorial Designer · Book Covers & Interior Layout

Cádiz, Spain (remote/hybrid)

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I design book covers, interior layouts and print-ready final artwork, including special finishes such as foil stamping and spot UV varnish. I have worked with **Anaya, Oberon and Contraluz**, among others. Strong typographic judgement, an eye for detail and command of the entire editorial workflow, from design to press.

EXPERIENCE

Editorial Designer — Freelance

Nov. 2025 – present

Remote

Cover design for fiction, poetry, essay and non-fiction titles. Interior layout for print books and ebooks, formatting for Amazon KDP, and preparation of final files for print and digital distribution. For publishers: full cover design with all its components (back cover, flaps, belly band, endpapers), adaptation of international covers for the Spanish market with a new visual identity, and final artwork with special finishes.

Digital Marketing Specialist — Destino Agencia Creativa

Jan. 2026 – May 2026

San Fernando, Cádiz

Content calendar planning, creation and design of platform-specific posts, and social media management for clients across a range of sectors. On-page SEO and website maintenance, plus support for SEM campaigns and local presence (Google Business Profile).

WordPress Web Designer — Freelance

Apr. 2024 – May 2026

Remote

Design and development of business-focused corporate and personal websites: structure, on-page SEO, usability and consistency with the brand identity.

Graphic Designer — Freelance

Apr. 2022 – Jan. 2026

Remote

Visual identity and logos, graphic pieces for online and offline communication, posters and promotional material.

EDUCATION

Graphic Design Course — Cálamo & Cran

2023 – 2024

Accredited by Universidad Europea

Intensive training in Adobe Photoshop, Illustrator and InDesign.

TOOLS & LANGUAGES

Tools

Adobe InDesign · Adobe Photoshop · Adobe Illustrator
WordPress · On-page SEO

Languages

Spanish (native)
Catalan (intermediate) · English (intermediate)