



Trilingual professional with a passion for graphic design and illustration. Creative, organized, detail oriented and analytical; with experience in Graphic Design, Branding, Editorial Design and Illustration. Dedicated to communicate properly through the image and to achieve optimal results through teamwork. Highly motivated to grow and take on new challenges, new collaborations that will enable positive results in the professional field .

## CONTACT

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## LANGUAGES

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**Spanish** - Native

**English** - Full Professional  
Proficiency

**French** - Full Professional  
Proficiency

## PROFESSIONAL EXPERIENCE

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### GRAPHIC DESIGN - FREELANCE (Jul. 2010 – Currently)

As a freelance designer, I have developed graphic identity projects, information design (infographics), logos, redesign, information architecture (ia), wireframes, web design, app design (ux) and illustration projects.

### GRAPHIC DESIGN & PRINT DESIGN (Sept. 2015 – Sept. 2016)

double-id / Brussels, Belgium

Double-id is a communication agency based in Brussels and Montpellier, focused on international clients and European associations such as Sennheiser, Worldsteel Association, Posteurop, among others. As their designer I was in charge of the editorial design for all the communication material, online and offline for these associations, such as catalogs, brochures and publications from design to follow-up in print.

#### Responsibilities

- Internal meetings with the team and external meetings with clients to present in a clear and efficient way the ideas, sketches and final proposals of each ongoing project.
- Design of logos and graphic identity for the projects of each European association, respecting their branding guidelines.
- Editorial design of printed material, such as annual reports, monthly publications, catalogs, brochures, books, etc.
- Prepress and follow-up with the printer.
- Graphic support for external and internal communication of the agency, designing online / offline newsletters, design of the images for social media. Design of monthly infographics. Creation of Word templates and PowerPoint presentations.

### ILLUSTRATION INTERNSHIP (Sept, 2013 – Mar. 2014)

Le Wolf and Le Parlement Francophone Bruxellois / Brussels, Belgium

During my studies of illustration, I did my internship project with the Francophone Parliament of Brussels. The project consisted in redesigning their catalog with an illustrated proposal that would appeal to a very specific sector of the population.

#### Responsibilities

- Analyze The Parliament's current catalog
- Creation of characters that would represent the different sectors of the population to which the Parliament is addressed too
- Reinterpreting through the illustration the services offered
- Design an infographic that would represent the services, the people and the information provided by Parliament
- Design the new editorial proposal.

### GRAPHIC DESIGN & WEB DESIGN (Jan. 2012 – Nov. 2013)

Wikot / Caracas, Venezuela

Wikot is a digital agency with offices in several countries of Latin America and the USA. Within this company, I worked as a digital graphic designer, performing a wide range of digital projects from conception to final design.

#### Responsibilities

- As a member of the creative team in Wikot, I was involved in the strategy and conception stage of the new proposals created according to the needs of each client. Supporting them with ideas and design from the beginning to end.
- Conceptualization and design of websites. Applying the principles of usability in the creation of information architecture, wireframes, mobile application design and web design.
- Graphic support for external and internal communication of the company, elaborating newsletters, images for social media, invitations, videos, etc.
- Design of graphic material for digital campaigns, integrating social media, website design, mobile app or Facebook apps.
- Creation of images and designs for each client's social media, respecting their visual identity and branding guidelines
- Creation of iconographies for each project.
- Responsible for the design of infographics for the company on topics related to the Internet
- Experience working within a multidisciplinary team, good understanding within the programming team and marketing team.

### GRAPHIC DESIGN (Feb, 2010 – Jul, 2010)

Neutroni / Caracas, Venezuela

Neutroni is a functional and versatile clothing brand. As their graphic designer I was in charge of making all the necessary materials for the advertising in and outside of the stores.

## Responsibilities

- Develop concepts and graphics, creation of graphic design solutions from concept to completion.
- Design of communication material for stores (PdV). Design of catalogs, advertising, flyers, bags, among others.
- Design of labels for products
- Redesign of the website

## GRAPHIC DESIGN & MOTION GRAPHICS (Jul. 2009 - Dec. 2009)

Beta-Studio/ Caracas, Venezuela

Beta-Studio was an interactive studio that worked for clients such as Sony Entertainment Television, E! Entertainment Television, among others. Within its creative team I mainly worked as graphic designer and animator of motion graphics.

## Responsibilities

- Translate concepts into visual proposals that fit the communicative needs of each client.
- Development of the graphic package for different television channels such as E! Entertainment Television and Sony Entertainment Television
- Design and animate the inserts in After Effects of each program with a visual identity according to the type of program.

## EDUCATION

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### MA IN ILLUSTRATION (2014 - 2016)

Académie Royale des Beaux Arts de Bruxelles, ARBA-ESA  
Brussels, Belgium

### BA IN ILLUSTRATION (2012 - 2014)

Académie Royale des Beaux Arts de Bruxelles, ARBA-ESA  
Brussels, Belgium

### MA IN VISUAL COMMUNICATION - GRAPHIC DESIGN (2004 - 2009)

*Honor Mention*

Escuela de Comunicación Visual, Prodiseno  
Caracas, Venezuela

## PUBLICATIONS

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### UN REFUGIO PARA EL ADULTO MAYOR. (Aug. 2015)

El Hogar San José / Caracas, Venezuela

### LOYER X (Jan. 2015)

Jean Gichon éditions / Brussels, Belgium

### SECOUEZ-VOUS LES IDÉES (Dec, 2013)

Quarterly Publication CESEP ASPL / Brussels, Belgium

## EXHIBITIONS

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### ART LOVER GROUND BARCELONA (Jun. 2017)

Art Lover Ground / Barcelona, España

## OTHER COURSES

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### RHOK ACADEMIE ETTERBEEK (Sept 2016 - Jul. 2017)

Printing techniques - Screenprint and Linocut

### ORGANIZACIÓN NELSON GARRIDO (2007 - 2008)

Analog photography 1 & 2

### FRANCÉS - NIVEL B2 - (Sept. 2011 - Dic, 2011)

Certified by Lyon Blue International - Intensive French

## AWARDS

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### "This is brilliant award" (2011)

British Council / Caracas, Venezuela

## FOR PROFESSIONAL REFERENCES, CONTACT:

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