

PROFILE

I am an enthusiastic, passionate and highly talented designer with a degree from the University of Buenos Aires and a wide range of experience in design, communications, marketing and administration. I have worked within team settings and as a solo freelancer, proactively driving projects forward in order to meet deadlines and budgets. I am a skilled painter and illustrator with a stunning portfolio and entrepreneurial attitude. I have worked in administrative roles in a wide range of sectors, taking on day to day tasks essential to the smooth running of busy departments and providing crucial support to executives and management teams.

ENTREPRENEURIAL

PIO PIO BOOKS – Company owner (2011-current)

An independent book publisher specialising in children's e-books
www.piopiobooks.wordpress.com

- This is the outlet for my own series of children's e-books
- I have created characters to inspire and capture the imagination of young children, focusing on the 1-5yrs age range
- I have developed a good understanding of formatting for e-books, including knowledge of the various file types involved, tagging, categorising and creating synopses
- I run and promote my releases through the Amazon stores in the UK, Germany and US, formatted for use on the Kindle, iPad, iPhone and on desktop PCs and Macs
- I run a wordpress blog to promote my new releases and have developed my online marketing knowledge through this, cross promoting through my website, facebook, targeted blogs and forums

HELLO BABY BOOKS – Co-founder (2010-current)

Designers and producers a customised books, centred around the themes of pregnancy, baby and childhood
www.hellobabybooks.com

- I started this business in 2010 in response to a perceived demand for digitally designed personalised memory books. I create modern versions of photo and journal scrapbooks, delivering beautifully designed bespoke pages, digitally printed on quality materials.
- Through this I have enhanced my experience in all aspects of setting up a business, from brand concept, copy writing, web build, budgeting production and design costs, projecting profit margins, liaising with clients, and developing a network of printers and suppliers
- It has also given me an insight into a range of marketing techniques, such as targeted flyer distribution, online blog/forum posting and link sharing, exhibiting at trade shows, and setting up third party promotions

DESIGN WORK

CICERO CONSULTING Brand and Web Designer (2010)

A multinational specialising in government relations and regulatory affairs counsel to the financial sector - www.cicero-group.com
Responsibilities:

- The creation and development of brand and corporate identity, adhering to existing guidelines
- The design of the website in terms of structure, layout and aesthetics
- Coordinated extensive face-to-face meetings with the client to fully understand the brief, explore concepts, make recommendations, process feedback and finally see the project through to delivery
- Working closely with the programming team to ensure all delivered files conformed to specifications for coding

GLOBAL FINANCIAL STRATEGY NEWS – Magazine and Digital Designer (2010)

A publication reporting on financial regulatory news. The first issue was printed and subsequent issues made available online to subscribers - www.gfsnews.com
Responsibilities:

- Involved from the outset I was in charge of creating and shaping the look and feel of the publication, including selection of typeface, logo creation, magazine layout, selection of appropriate imagery, and advising on article length
- Liaising with printers to agree specifications and ensure finished files were properly flight checked
- Creating the digital downloadable magazine, ensuring the delivered file format was suitable for use on a wide range of digital portals
- Complete design of the website to reflect agreed brand guidelines, and ensuring a large amount of information was presented in a clear and user-friendly way

NOVARES – Website design (2010)

A global public policy and regulatory intelligence service for the financial sector - www.novaresglobal.com
Responsibilities:

- The development and design of the client password accessible online system
- Ensuring all work conformed to published content and brand guidelines

MUNICIPALITY OF LA MATANZA – Art Director and Communications (2008-2011)

La Matanza is the governing body for the province of Buenos Aires in Argentina
Responsibilities:

- The creation of political, health and educational campaigns from concept to final delivery
- Often incorporating my skills as a painter into graphic designs
- Attending briefing meetings to develop a full understanding of the requirements of each project
- Understanding client feedback to develop or devise new concepts
- Delivering pitch presentations, including the preparation of all materials needed and the creation of presentations using PowerPoint and Keynote

- Production of printed and digital materials such as invitations, brochures, print advertising, internal/external documents, packaging
- Design of events materials, such as large scale banners, posters and invites, including the sourcing of printers, merchandise and packaging manufacturers

EDITORIAL GRUMO – Assistant to the Creative Director (2009)

An independent book publisher in Argentina - www.salagrumo.org

Responsibilities:

- Design of cover sleeve images and internal text layout for a number of books, including ‘Critica Acefala’
- Development and design of the website, including formatting and editing of website content
- Assisting the Creative Director with the day to day running of the department
- Liaising directly with a range of departments and personnel such as art directors, designers, photographer, printers, authors and clients
- Performing a variety of administrative duties including the financial management of project budgets, expenses and invoicing

TRIBULACIONES PRODUCTIONS – Web Design (Freelance 2008)

A live music agent based in Buenos Aires. NB. The site has been redesigned recently - www.tribulaciones.com

- Development and design of website
- Creation of logo design

PERFIL – Editorial Designer (2008)

Perfil is a national newspaper in Argentina, now with an extensive online offering - www.perfil.com.ar

Responsibilities:

- Editorial designer of the magazine
- Developing a portfolio of marketing information
- Arranging and facilitating meetings
- Demonstrated the ability to manage a busy workload in a deadline driven environment

VEINTITRES MAGAZINE – Editorial Designer (Temporary Job 2008)

Veintitres is a weekly national political magazine in Argentina

Responsibilities:

- Editorial designer of the magazine

LA MARCA EDITORA – Design Coordinator (2007-2008)

An independent book publisher specialising in art, photography and poetry books - www.lamarcaeditora.com

Responsibilities:

- Assisting in the design and creation of books as well as related merchandise and marketing materials
- Co-ordinating the delivery of high quality digital and print materials in keeping with tight deadlines
- Management of client relations
- Chief liaison with printers and supervision of production processes
- Providing a central point of contact for internal and external communications
- Administrative duties including managing time sheets for each project
- Organising travel
- Diary Management

EDICIONES MEMENTO – Freelance work (2007)

Independent book publisher

Responsibilities:

- Corporate design and development of website

ADENTRO COMMUNICATIONS - Graphic Designer (2006-2007)

A major advertising agency and brand consultant based in Buenos Aires - www.adentrocomunicacion.com

Responsibilities:

- Brand styling and image development for a range of clients
- Assisting in the development of creative ideas for new campaigns
- Working as part of a team to deliver projects
- Translating outline ideas into client presentations and final artwork
- Developing and finalising artwork documents from initial layouts and concepts
- Working within established style templates and guidelines
- Attending briefing and pre-artwork meetings
- Producing design mock-ups

MASTERWINE MAGAZINE - Art director (2006-2007)

A specialist wine magazine based in Buenos Aires, Argentina, released monthly in printed form - www.masterwine.com.ar

Responsibilities:

- Full design of entire physical magazine, from concept through to delivery to the printers

RUDI B. SAZUNIC - e-Business Assistant (2000)

Dealer of out of print books and records - www.seventyeights.com

Responsibilities:

- Development of flyers for product promotion and marketing
- Design and maintenance of websites
- Brochure development

ADMINISTRATIVE WORK

DHL DANZAS AIR & OCEAN - Customer Care (2005-2006)

A world market leader in sea and air mail and freight forwarding - www.dhl.com.ar

Responsibilities:

- Logistics and operations management (air and ocean import and export)
- Management of corporate accounts
- Customer care
- Management of documents

SSB INTERNATIONAL SA Operations Assistant (2003-2005)

An international logistics service offering air and ocean freight, and road transportation - www.ssbint.com

Responsibilities:

- Operations management in air and ocean imports and exports
- Use of the Maria database system to register the freights
- Customer care
- Chief point of contact for international customers

TELEPERFORMANCE SOUTH AMERICA - Customer Care (2002)

This was a customer call centre providing support to Microsoft customers in the USA

Responsibilities:

- Telephone assistance for MSN USA customers
- Technical support for the MSN software

TEB S.R.L - Management Assistant (2002)

Responsibilities:

- Customer care
- Handling day to day sales requests
- Management of stock levels and deployment
- Invoicing, raising purchase orders, following payments through to completion

EUGENIO AGUIRRE BS AS. - Management Assistant (2001)

Responsibilities:

- Design of company graphics
- Creation of brochures and other marketing materials
- Customer care
- Handling requests and stock management
- Dealing with product exports to Miami, Spain and Chile

ARGENNET S.R.L – Telemarketer (2000)

Consultant for the Telefonica phone network - www.argennet.com

BURGER KING (South America) Assistant to the Marketing Director for Argentina, Chile, Paraguay and Uruguay.(2000)

Responsibilities:

- Monthly competitor reporting
- Planning for the launch of new products and promotions
- Design, manufacture and distribution of point of sale materials
- Budget evaluation and administration
- Graphic design for promotions
- Customer care

TEACHING EXPERIENCE

- Aesthetics Professor (under Professor Herke) at the University of Buenos Aires (UBA)
- History of Arts Assistant (under Professor Gavito) at UBA
- Second Level Design Assistant Professor (Professor Meygide) UBA
- Aesthetics Assistant (under Professor Herke) at the Asociacion Argentina de Agencias de Publicidad (AAAP)

EDUCATION

- MA in History of Art at Birkbeck University of London (currently studying)
- Degree in Graphic Design from the University of Buenos Aires (2007)
- Portrait Painting Course with Adele Wagstaff at the Putney School of Art and Design, London (2010)
- Children's Illustration Course with Mary Kuper and Carolyn Dinan at the Putney School of Art and Design, London (2010)
- Sociology and Anthropology of Art and Aesthetics Courses from the Art Degree of University of Buenos Aires (2008)
- Aesthetics History Course with Dr. Martha Zatonyi (2008)
- Painting Course at Ricardo Celma Atelier (2009), at Adrian Lirman Atelier (2008), and at Rojas Cultural Center with Diana Aisenberg (2006)
- Photography Course at the FADU with Daniel Tubio (2006)
- Web design course using Macromedia programs at the CAO Centre at the Faculty of Design, UBA (2004)
- Courses in Excel, Word, Power Point, Access, Windows XP, Outlook and Outlook Express, Internet, Illustrator, Photoshop, Corel Draw, Corel Photopaint at New Horizons (Microsoft certification, 2000)
- A year's course in Publicity at the Foundation of High University Studies (2000)
- Secondary School: Colegio Nuestra Señora de la Misericordia (Bachelor Degree: Auxiliary Teacher, 1999)

SOFTWARE CAPABILITIES

- Programs: Adobe Creative Suite 5.5, including Photoshop, InDesign and Illustrator. Corel Draw X5, Quark Xpress, Keynote, Microsoft Office.
- Operating Systems: Macintosh: Mac OS X; PC: Windows 7, XP

LANGUAGES

- Native Spanish
- Advanced oral and written English level (Degree: First Certificate in English from Cambridge Board in 1998)
- Basic French
- First level of Italian