

- date of birth May, 18th 1967
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PROFESSIONAL
EXPERIENCE

→ 2006 → 2018

**ENTE PUBLICIDAD
(Advertising & Media Planning Agency)**

Advertising campaigns art direction from the initial concept to communication strategies, copywriting, graphic design and final implementation to off/online media (mainly press, internet and TV).

Visual corporate identity projects art direction.

Analysis of client's communication needs. Full development of the graphic concept and final implementation to off/online media.

Concept and design of any kind of on & off-line visual content.

→ 1997 → 2004

**EDAG ENGINEERING & DESIGN
(German multinational company of Automotive
Engineering & Industrial Design)**

Multimedia projects direction for **SEAT Online Technical Training**. Coordination of writing, illustration and training departments. Additional collaborations in the creation of visual content (illustrations, infographics, etc.)

Concept and design of any kind of on & off-line visual content for **SEAT internal publishing**.

→ 1995 → 1997

As freelance graphic designer

Concept and design of any kind of printed visual projects.

EDUCATION

→ 1992 → 1993

Postgraduate in Self-Publishing & Infographics in I.E.S. ESTEVE TERRADES (Cornellà de Ll. / Barcelona), including internships in companies and in IDECOM Mediatraining Institute (Leeuwarden / Holland)

→ 1985 → 1988

Fine Arts in Sant Jordi Faculty of Fine Arts (Barcelona)

CONTINUOUS TRAINING IN



Graphic design and layout, illustration and photo retouching, motion graphics, 3D and video editing software.

Content creation and design in **HTML5, CSS y PHP**.

Web content management and design in **WordPress** and others CMS.

On-line marketing tools like **Mailchimp**.

SEM, SEO and Social Media Strategies.

Written and oral skills. **Speech and presentation techniques.**

LANGUAGES



Complete fluency in **Spanish** and **Catalan** (mother tongue) in oral and written comprehension.

Intermediate fluency in **English** in oral and written comprehension.

Basic fluency in **German**

ADDITIONAL INFO



Constantly collaborating with a **non-profit entity**, developing **visual projects and interior design**.