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## PROFESSIONAL EXPERIENCE

### As a freelance

→ since 2018

**Art direction, visual concept and graphic design (on/off-line / print)** for diverse clients.

### ENTE PUBLICIDAD → Advertising & Media Planning Agency

2006 → 2018

**Advertising campaigns art direction** from 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 customer's communication needs. Full development of the graphic concept and final implementation to off/online media.

### EDAG ENGINEERING & DESIGN → Automotive Engineering & Industrial Design

1997 → 2004

**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**.

### TOOLS & SOFTWARE knowledge

- Graphic design, image editing and compositing: Adobe Photoshop and Adobe Illustrator
- Word processing and publication layout: Adobe Indesign, Word, Powerpoint
- Design and programming HTML, CSS and PHP: Adobe Dreamweaver
- CMS web content manager: WordPress
- Newsletters, landing pages and inbound marketing: Mailchimp and others
- Online commerce: WooCommerce
- Motion graphics, animation and video editing: Adobe After Effects, Final Cut Pro
- UI / UX design: Sketch, InVision

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## EDUCATION

### ACADEMIC EDUCATION

1985 → 1987 → **Fine Arts** in Sant Jordi Faculty of Fine Arts (Barcelona)

### ADDITIONAL TRAINING & COURSES

2020 → **UI / User Interface Design** at KSchool (Madrid)

2018 → **Audiovisual Post-Production with AfterEffects** at CIFO  
(l'Hospitalet de Llobregat / Barcelona)

2016 → **Advanced Wordpress** at SC2 Formació ROITIC (Barcelona)

2014 → **Wordpress** at Intelekto Consultores (Barcelona)

1992 → 1993 → **Postgraduate in Self-Publishing & Infographics** in I.E.S. ESTEVE TERRADES  
(Cornellà de Ll. / Barcelona). Internships in companies at IDECOM Mediatraining  
Institute (Leeuwarden / Holland)

### 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**

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## ADDITIONAL INFO

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