

# MS. LAURA F.

Art Director and Graphic Designer

 Madrid, Spain.

Professional Art Director & Graphic Designer. I consider myself as a very enthusiastic person, eager to find new challenges that help me grow and evolve.

I am a very open minded person, and able to quickly adapt to different working environments, skills that had serve me so far to create productive working relationships. I believe teamwork is the one and only way to achieve any business goal. When facing my work daily I am very organized, and able to multitask in a very effective and efficient way.

My short haul goal is to find a company where I can further develop my professional skills, and where I can prove myself; facing new challenges that help me improve in my working methods and that brings to my work new designing approaches and advertising perspectives.

## PERSONAL SKILLS

Creativity	●	●	●	●	●
Teamwork	●	●	●	●	●
Proactivity	●	●	●	●	○
Assertiveness	●	●	●	●	○
Accountability	●	●	●	●	●
Empathy	●	●	●	●	●

## SOFTWARE SKILLS

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
Indesign	●	●	●	●	○
Dreamweaver	●	○	○	○	○
Final Artworks	●	●	●	●	●

## OTHER INTERESTS

- July 2019 - Volunteering - Kubuka  
Kenya
- August 2018 - Open Water Diver - PADI  
Spain

## EDUCATION

2013-2018

Graphic Design Degree  
Universidad Europea de Madrid (Spain)

2012-2017

Advertising Communication Degree  
Universidad Europea de Madrid (Spain)

2015

Graphic Design Degree  
Coventry University (United Kingdom)

### OTHER CERTIFICATES

- Portrait illustrated in watercolor Course - Present
- Packaging design: unboxing experience Course - Present
- IELTS B2 (International English Language Testing) - 2018
- ACLES B2 - 2017
- Intensive English Course in Vancouver, Canada - 2010
- First Certificate Exam B2 - 2008

## EXPERIENCE

August 2016 - Present

Art Director  
Grey Madrid

Expertise Area: Shopper Marketing.

My work area includes Digital, BTL and ATL initiatives for Spain, Italy and Portugal what brings me the opportunity to handle international inspiring projects.

Client: Procter & Gamble S.E (SP, IT & PT).

Brands: Mainly P&G Femme Care brands (OLAY, Tampax, Evax, Ausonia) but also handling other P&G brands such as Pantene, H&S, Gillette, Venus, Oral-B, Herbal Essence and others.

March 2016 - August 2016

Trainee - Art Director  
Grey Madrid

## LANGUAGES

