



## BEATRIZ SERRANO YEBRA

GRAPHIC DESIGN & ILLUSTRATION

### CONTACT



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The main reason I came to England was to pursue my passion for Graphic Design, Art and Illustration. My studies were primarily concerned with communication and advertising mixed with graphic design, that helps me find a better understanding of what the client wants and a more realistic approach to getting to that goal. I enjoy working as a team member and also managing my own projects. I've enjoyed working with clients in the past doing some work as a freelance designer and also being part of a bigger studio. I've experiment with photography in the past and recently I've been investing my spare time to get more involved with digital art and illustration. I'm always seeking different and new techniques to use in my work, and I love the feeling of being constantly creating that the design world gives me.

### SKILLS

#### PROFESIONAL

Illustrator

Photoshop

InDesign

Copy Writing

Art Direction

Photography

Editorial Design

HTML & CSS

UX & UI

#### PERSONAL

Team Member

Creativity

Typography

Design

Flexibility

Inquisitive

Autodidact

Active

### EDUCATION

2017 - 2017

#### GRAPHIC DESIGN FUNDAMENTALS

London College of Contemporary Arts. London, UK

A deep study of graphic design techniques and more extensive knowledge of Photoshop and Illustrator tools.

2011 - 2014

#### ADVERTISING DESIGN & MULTIMEDIA COMMUNICATION DEGREE

Escuela Superior de Publicidad. Madrid, Spain

Advertising, campaigns, product design, copy writing, editorial design, branding, typography, illustration, photography, web and marketing. Learning Graphic Design tools and techniques.

One of my student works, **DEVOTION (branding design)** was awarded in the 5th BID Meeting of Ibero-American Design Centers in Madrid in 2015

### EXPERIENCE

2016 - 2017

#### JUNIOR DESIGNER

La Despernada Art Gallery. Madrid, Spain

Art support creating editorials for different expositions. Cataloguing material for expositions. Creating the perfect atmosphere for our clients' work. The design of newsletters, booklets and exposition tickets, changing and adapting each of them for the current exposition. Working in an art gallery helped me a lot to learn about clients relationships and about working with a determined budget. It was also a great experience to work as a team member and learning how to coordinate different departments inside the same project.

2014 - 2015

#### JUNIOR ART DIRECTOR & DESIGNER

Opinno. Madrid, Spain

Working at Opinno was a great experience. I had the opportunity to be part of the content team working with different departments and designing pieces for different platforms. Some of the clients that I had the opportunity to work with was MIT Technology Review and Harvard Business Review. We also created content for international EmTech events. Creating art pieces for different platforms help me a lot to learn different technics and ways to make them work. Digital content was a big part of my routine as so was editorial design and offset pieces for events, I was also able to experiment with photography, retouching or editing content for the events. I also had the opportunity to design some layouts for websites and later web content for those webs. This experience helped me learn a little bit more about working as a team member, working under pressure and how to carry a whole project on your own.

2015 - 2017

#### FREELANCE DESIGNER

Working as a freelance designer can be tricky sometimes but I managed to get a good amount of clients that I felt very comfortable with and that I was able to help with different projects from editorial design, to branding or illustration. I learned a lot about managing time and making a ridiculous amount of backups.