



LAURA SALESA
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GRAPHIC DESIGNER EXPERIENCE

2007 – present WILLIAMS LEA – BARCLAYS CAPITAL London

Senior Graphic Designer

- Design and production of graphics for presentations, diagrams, maps, scanning, photo retouching, brochures, advertising, web, multimedia, exhibitions and conferences
- Take briefs from clients whilst advising them on the best possible style and layout for design work within corporate guidelines
- Liaise with external suppliers of services, especially print houses, and to ensure that work meets exact requirements as specified
- Follow standards for branded materials such as internally produced covers, brochures and standard Barclays Capital graphics for use in presentations
- General support as required to other members of the team
- Guide and advise other members of the team in the design and use of template material, providing training where necessary
- Ensure quality control and pre-flight checking procedures are adhered
- Work closely and collaboratively with regional offices
- Use the management information and tracking system – Symphony

2005 – 2007 PRINT EXPRESS CORPORATE London

Head of Design

Design Consultant

Production Supervisor

- Concept and design of corporate and promotional materials such as logos, stationery, marketing literature, posters, folders, booklets, flyers..etc for clients from all areas of business
- Design consultation provided to clients in order to advise them on style and layout, finishing options available and timescales needed to complete the job
- Coordinate marketing campaigns to promote the company's services through regular meetings with designers and sales consultants
- Supervision of artwork received by clients and by the team of designers in the company to make sure this has been set up properly as print-ready files
- Liaise with the company's Print Manager, Print Operators and Finishers and brief them on the clients' print requirements/specifications
- Set up production schedules based on the urgency of jobs and the finishing required
- Giving clients updates on the state of their jobs and make sure deadlines are met
- Liaise with clients throughout the lifecycle of their job, from the initial enquiry to the delivery of the finished product
Clients include Subway, Chequepoint, Harrow Council and Wembley Plaza Hotel
- Processing job information/details through an online job storing tool developed by the company's IT department (similar to Symphony)

2003 – 2004 J & A ADVERTISING Bilbao

Creative Graphic Designer

- Working in a Design Agency environment, duties included concept and design of press ads, marketing literature, visual identities, packaging and stationery for a wide range of clients
- Liaise with printers to make sure deadlines are met

2003 – 2004 BC BLUES RECORDS Bilbao

Marketing Designer

Design and production of promotional material for this record label, including promotional posters, flyers, CD covers and booklets, information dossiers and press notes.

2002 ADIA ADVERTISING Santander

Digital Creative Designer

Concept and production of advertising campaigns for television, cinemas and radio for clients of different areas of business.

2001 – 2002 VECTOR M Bilbao

Digital Graphic Designer

Design of promotional materials for the online shop www.mundogar.com owned by Iberdrola Group.

1999 – 2007 Freelance Graphic Designer London/Bilbao/Santander

Western Road Dental Practice – Concept and design of Brand identity, stationery, corporate brochure and website www.romford-dental.co.uk

Home Implant Solutions – Concept and design of Brand identity, stationery, corporate brochure and website www.homeimplants.com

Butterfly Therapies – Concept and design of Brand identity, stationery and website www.butterfly-therapies.com

Expresa – Concept and design of Brand identity and advertisements inside this cultural magazine.

The Draughty Jabber – Design of CD cover, booklet and inserts for this band's forth album.

Ruysorcan – Concept and design of Brand identity, stationery, folders, van design and Office's sign of this construction company.

Aneo – Design and layout of this magazine about Dentistry.

EDUCATION

2003 – 2004 MASTER DEGREE ON GRAPHIC DESIGN AND MULTIMEDIA, Anallana, Bilbao.

1998 – 2002 DEGREE ON ADVERTISING & PUBLIC RELATIONS, UPV University, Bilbao.

1990 – 2006 IT SKILLS AND GRAPHIC DESIGN SOFTWARE

PC and Mac literate. Microsoft Office.

Adobe CS3 and CS2 package: Photoshop, Illustrator, Indesign.

Quark Xpress

Macromedia: Freehand, Dreamweaver.

Pre-press: Creo Technology, Preps, Prinergy Evo

1999 – 2002 Courses on:

ADVERTISING COMMUNICATION

DIGITAL JORNALISM ABOUT COMSUMPTION AND ADICTION TO DO SHOPPING

MARKETING IN INTERNET

MOVIE COURSE: ALEJANDRO AMENÁBAR SHORT FILMS

PRODUCER ASSISTANT ON TV

OTHER EXPERIENCES/SKILLS

2005 ENGLISH: IELTS

2004 – 2005 GRUPO DIARIO Bilbao

Press Journalist

- Covering of press conferences, exhibitions, seminars and events related to international commerce and cargo transport occurred in North Spain
- Interviewing Managing Directors and Government representatives within the Transport and Commerce industries
- Writing of daily press articles and monthly reports in the several publications that Grupo Diario distribute to clients all over the country

1999 TELEBAHÍA Santander

TV Reporter

TV reporter for a cultural TV magazine. Covering cultural events, interviewing artists, recording voice overs and supervising the editing process of the TV show.