GRAPHIC AND WEB DESIGN

PATRICIA CÓRDOBA

I am a very resolute and creative person, I love working on projects that seek to go to the next level and improve on the present. I consider creation as a method to exploit the best of an idea, and the way to extrapolate it to the artistic direction and squeeze the maximum potential. I believe that there are no bad ideas, you just have to find the best execution and make them perfect.

EXPERIENCE

Graphic and web design

Freelance	(2023 - 2024)
Ruidö Agency	(2021 - 2023)

In charge of the graphic department working hand in hand with the marketing, programming, SEO, sales and communication teams creating pieces and leading my team.

- 2 years experience in the position creating online and offline material.

- Creation of digital material, including organic content for social networks, advertising, banners, images and content for web pages as well as mock-ups and all kinds of visual content.

- Elaboration of offline pieces such as editorial layouts,, brochures, posters and packaging. The entire process from the initial sketches to the final artwork for printing.

- Experience in branding development including visual identity, logo, strategies, visual direction, packaging and corporate material.

- Creation of web pages, e-commerce and landing pages.

Avon	(2021)

Graphic designer supporting Spain and Portugal

- Elaboration of online and offline material

- Creation of visual image for the first Virtual AVON FEST 21 event

- Maintenance and updating of web and social media content

DIMAD, Central de Diseño, Matadero Madird	(2019)

Scholarship in Graphic Design

- Elaboration of Complementarios '19 catalog

- Creation of all the graphic material for the website and social networks in Producto Fesco '19

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LENGUAGES

Spanish - Native
English - Oral and written fluency

SKILLS

GRAPHIC DESIGN
- Online/offline design
- Branding
- Packaging
- Layout
- Final art

ADVERTISING
- Facebook Ads
- TikTok Ads
- Email marketing

WEB DESIGN
- Web layout
- HTML / CSS

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere
- Canva
- Shopify
- Wordpress
- Webflow
- Mailchimp
- Mailrelay

TRAINING

MASTER IN GRAPHIC DESIGN AND WEB DESIGN (2019-2020)
Escuela superior de Comunicación, imagen y sonido

FINE ARTS DEGREE (2015-2019)
Universidad Rey Juan Carlos