

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

Más que un caramelo (2024)

Graphic designer in the marketing department.

- Layout of online catalogs and final art for printing.
- Creation of landing pages.
- Development and creation of e-mail marketing campaigns.

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 Madrid (2019)

Scholarship in Graphic Design

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LANGUAGES

Spanish - Native

English - Oral and written fluency

SKILLS

GRAPHIC DESIGN ADVERTISING

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