

# ADRIANA CUDÓ

## ART DIRECTION, GRAPHIC DESIGN, PHOTOGRAPHY

Hello! I'm Adriana Cudó, a **visual communicator** currently working in advertising and PR. Creativity seeker and enthusiastic artistic soul. London based.

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## EXPERIENCE

### Freelance Jr. Designer

Feb. 2020- present

W Communications (London,UK)

- Designed assets for **global campaigns**.
- Social media content creation.
- Newsletter template design.
- Sizzle reel design/edit.
- Presentation design.
- Identify and track social media trends.

### Jr. Art Director & Designer

Nov. 2019- Feb. 2020

Publicitarios Implicados (Remote)  
(Advertising organisation)

- Interpret creative briefs and develop creative solutions.
- Designed a new brand's aesthetic guidelines.
- Cooperated in board meetings for new advertising campaigns.
- Provided creative layouts and graphics in various formats.
- Designed promotional material for digital and print.
- Clients:** Charities, Public Relations, Arts.

### Jr. Motion Graphics Designer

Nov. 2018- June. 2019

Firma (Branding & Innovation Agency)  
(Barcelona,Spain)

- Single-handed a client's social media content.**
- Generated complex motion graphics.
- Responsible for organic and paid social media.
- Ensured compliance with companies' guidelines and design standards.
- Assisted with masking, retouching, typography, and brand-based research.
- Clients:** Fashion and Beauty, Hospitality, Retail.

### Media Intern

July. - Aug. 2018

El Diario Montañes (Vocento Newspaper)  
(Santander, Spain)

- Maximized real-time use of social networks.
- Integrated research processes and data analysis for content creation.
- Produced a video series that **reached more than 11,000 views on Facebook**.

## EDUCATION

### MA Art Direction in Advertising

#### \*Design speciality

2018-2019

Ramon Llull; Spain, Barcelona.

### 1st BA (Hons) Communication and Media

2015- 2018

University of Leeds; UK, Leeds.

### Distinction-Baccalaureate degree

2011- 2015

IES Las Llamas; Spain, Santander.

## SKILLS

### PROGRAMS

Adobe Photoshop, Adobe Lightroom, Adobe After Effects, Adobe InDesign, Adobe Illustrator, Microsoft Office.

### EXPERTISE

Social Media, Print Design, Global Campaigns, Brand & Identity, Fashion Photography, Motion Graphics.

### LANGUAGES

Spanish (native) English (fluent).