

ADRIANA CUDÓ

PHOTOGRAPHY / ART DIRECTION / GRAPHIC DESIGN

adriana_dlcs@hotmail.com

adrianacudo.com

07799 44 5172

Hello! I'm Adriana Cudó, a **visual content creator** based in London, working in advertising and PR.

Bringing brands to life through visual storytelling.

[linkedin.com/in/adrianacudo/](https://www.linkedin.com/in/adrianacudo/)

EXPERIENCE

Photographer & Art Director

Present

Freelance

[@adriana_cudo](https://www.instagram.com/adriana_cudo)

- Fashion and Portrait Photography and Retouching.

- Art Direction.

- Location scouting and model direction.

- **2019 EXHIBITION.** B&W Portraits (Pati Llimona, Barcelona)

- **2017 FEATURED.** [In the Middle Issue 13](#), The Gryphon.

Jr. Designer

Feb. 2020- Aug. 2021

W Communications (London,UK)

- Designed assets for various formats: **lookbooks, newsletter templates**, sizzle reel video and presentations.

- **Assist the Accounts Manager** (coverage tracking, creative industry monitoring, maintaining data records...)

- Designed assets for global campaigns (digital and print)

- Interpreted briefs and developed creative solutions.

- Weekly social media content creation.

Jr. Art Director & Designer

Nov. 2019- Feb. 2020

Publicitarios Implicados NGO (Remote)

- Brand development.

- Cooperated in board meetings for new campaigns.

- Designed promotional material for digital and print.

Jr. Motion Graphics Designer

Nov. 2018- June. 2019

Firma Branding & Innovation Agency

(Barcelona,Spain)

- Used analytics tools to monitor content performance.

- Single-handed a brand's social media presence.

- Generated complex motion graphics.

- Responsible for organic and paid social media.

- Ensured compliance with companies' guidelines and design standards.

Creative Intern

July. - Aug. 2018

El Diario Montañés (Vocento Newspaper)

(Santander, Spain)

- Conducted interviews and managed press releases.

- Research and data analysis for content creation.

- Increased views by 11K on social media platforms.

- **2018 FEATURED.** El Diario Montañés (print).

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, Adobe

Premiere Pro, Microsoft Office Pack, MailChimp.

EXPERTISE

DSLR photography, Brand & Identity, Social Media

Content Creation, Social Listening and Social Media

Strategy, Global Campaigns, Organic and Paid Media.

LANGUAGES

Spanish (native) English (fluent)