

ADRIANA CUDÓ

VISUAL CONTENT CREATOR

Hello! I'm Adriana Cudó, a **Photographer** and **Visual Content Creator** based in London. I bring brands to life through visual storytelling.

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EXPERIENCE

DSLR Photographer and Videographer

2019- Present
Freelance

- **Fashion Photography; Portrait Photography; Retouching.**
- **Art Direction skills: defined creative solutions to capture high quality images.**
- Adept on studio and location photography.
- Confident giving model direction.
- Defined image requirements and planned photoshoots.
- Selected secondary photographic features such as props and backgrounds.

Jr. Designer

Feb. 2020- Aug. 2021
W Communications (London,UK)

- **Creative solutions-oriented: interpreted briefs and created assets through design and photography.**
- **Designed print and digital assets** (posts, reels, lookbooks, newsletters, sizzle reel videos and presentations...)
- Assisted the Accounts Manager with admin duties such as database maintainance, sample packaging and send outs, updating productivity trackers...
- Partnered and liaised with influencer talent to create high performing visual campaigns.
- Identified opportunities to engage with and grow communities through social.
- Clients: glo, Levis, Very, IET Difference Makers...

Jr. Art Director & Designer

Nov. 2019- Feb. 2020
Publicitarios Implicados NGO (Remote)

- **Brand development: created coherent visual identities.**
- **Coordinated creative teams for fast-paced turnarounds.**
- Clients: various NGOs.

Jr. Motion Graphics Designer

Nov. 2018- June. 2019
Firma Branding & Innovation Agency
(Barcelona,Spain)

- **Single-handing a brand's social media presence.**
- **Managed fast turnaround content for daily distribution.**
- Provided storytelling for product launches and campaigns.
- Ensured compliance with companies' guidelines.
- Employed SEO strategies to optimise content engagement.
- Clients: MediaMarket, Le Tributte, Frezyderm...

Creative Intern

Jun. - Aug. 2018
El Diario Montañes Newspaper (Santander, Spain)

- **Results driven: increased online views by 15% through engaging visual content (photography and video).**
- Liaised with journalists and members of the public.

EDUCATION

MA Art Direction in Advertising

*Design and Photography
2018-2019
Ramon Llull (Spain, Barcelona)

BA Hons Communication and Media

2015- 2018 1st Classification
University of Leeds (UK, Leeds)

Baccalaureate degree (A levels equivalent)

2013- 2015 Distinction
IES Las Llamas (Spain, Santander)

SHOWCASED WORK

- 2019 EXHIBITION. B&W Portraits (Pati Llimona, Barcelona)
- 2018 FEATURED. El Diario Montañés (print).
- 2017 FEATURED. [In the Middle Issue 13](#), The Gryphon.

SKILLS

PROFICIENT IN

Adobe Creative Cloud, Capture One Pro, Microsoft Office Pack.

LANGUAGES

Spanish (native) English (full professional proficiency)