

Lorena Ruisi

Graphic & Product Designer
14-09-1989
Nationality: Spanish & Italian

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WORK EXPERIENCE

[Feb. 2018 - Currently]

Hawkers

Graphic designer for online & offline marketing. Online: Designing campaigns for paid and non paid advertising on mailing and various platforms like Facebook, Instagram, Google and affiliate retargeting platforms. Creating content for organic posts and stories for all brand social media. Redesign of transactional emails and creating templates for future and daily use. Offline: creating campaigns printed for retail use, design of various merchandise items.

[2015- 2018]

www.lorenaruisi.com

Freelance Graphic Designer for a diverse assortment of projects. Ranging from: creating corporate identities, packagings, naming, logotypes, style guides, business cards, stationary, websites, magazine design, graphic design for products advertisements, final arts and design consulting for a starting business. Clients: Advertising agencies, Communication and design studios, Valresa, NH Parquets and various private companies.

[2014- 2015]

Feria Valencia

Graphic Designer for the marketing department of Feria Valencia. Graphic image design for various trade shows including: Maderalia Selección , Iberflora , FIMI, among others. Creating logos, advertisements, website designs, online advisement such as banners, newsletters, signage for the inside of trade shows, and all kinds of graphic support for the trade shows.

[2013 - 2014]

Lavernia and Cienfuegos

Internship followed by a formal contract in the department of graphic design of the multi-awarded studio Lavernia and Cienfuegos. Performing various tasks like: mainly designing and creating camera ready arts for packaging, corporate images, advertising for various media, sales campaigns, updating websites and translation. Clients: RNB (Mercadona supermarket cosmetics), Delhaize supermarkets (Belgium), Malboro (Phillip Morris), Cosméticos Etnia Cosmetics, Unilever.

[2012- 2015]

SleepLate Projects

Founding partner & Creative Director at the design, art and fashion studio Sleeplate Projects. Development of fashion brands, images and corporate branding, commercial campaigns, event and fashion show organising, model casting & backstage coordinating, furniture and lighting design. Published on various press like AD Spain, Neo2, Dxi, and Monocle as the most notable. Participated in Nude 2014 (Feria Hábitat Valencia). Clients: Bershka (Inditex), Siemprevivas (now Savage), Almerich, Cines Yelmo, Smart, Cervezas Turia.

LANGUAGE SKILLS



EXPOS, WORKSHOPS & FURTHER EXPERIENCE

[2017]

Exhibition Surface&Interface in FuoriSalone during Milan Design Week 2017 comisioned by DAMN magazine in collaboration with Valresa and NH Parquets

[2015]

2nd photographer and camera assistant for lookbook campaign for fashion brand 404 studio (404studio.es)

[2014]

Exhibition in NUDE (Feria Hábitat Valencia)

[2014]

Calligraphy workshop taught by Ricardo Rousselot.

[2012]

Workshop of illustration and typography taught by Paula Bonet.

[2011-2012]

Design and construction of sculpture in honour of victims of terrorism, permanently on display at the Universidad Cardenal Herrera CEU, coordinated by Marusela Granell.

[2011]

Entry in the 2nd Photographic Marathon of the newspaper Las Provincias.

[2010]

Workshop OFF DESIGN of the UCH, imparted by Culdesac, Marusela Granell, Menta, Enblanc, and Tatxi Mora among others.

High knowledge of Adobe Suite, proficient in Photoshop, Illustrator and InDesign.

High capacity freehand and digital drawing.

High Knowledge: SLR digital photography, analogue photography, processing and photo developing and studio photography lighting.

High knowledge of clothing brands functioning, due to continued collaboration with fashion companies, from preparation of collections each season, to fashion show backstage coordination, to final sales and marketing. Basic sewing and confection skills.

EDUCATION

- [2012 - 2013]
Master Product & Graphic Design
Universidad Cardenal Herrera CEU Valencia
- [2008 - 2012]
Ingeniera Técnica en Diseño Industrial
Universidad Cardenal Herrera CEU Valencia
- [2004-2008]
IGCSE's and Alevels
British school The Lady Elizabeth School

HOBBIES & INTERESTS



Reading



Photography



Travelling



Music



Sailing



Museums



Tea



Harry Potter