Alberto Moreno Martin

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Personal Profile

An experienced and highly motivated Graphic Designer with a broad range of knowledge. A proactive individual who uses his knowledge and skills to instigate change and add value to any business he's working with. Able to simplify processes and gain people's buy-in to them. Relates well to people at all levels, including working at Board level and has excellent interpersonal skills.

> *"I've had the pleasure to work with Alberto for three months, during which we have been working together on the brand development from a new business school based in Berlin. Above all, I have been impressed with Alberto's ability to meet deadlines and his great eye for detail and style. I would recommend Alberto to any organisation as they will benefit from a talent designer and extraordinary person."*
> Sandra Moreno
> Marketing Manager at Global University Sistems

Employment History:

MAY 16- Currently – Global University Sistems– Digital / Graphic Designer -London.
Global University Systems (GUS) is an international network of higher-education institutions, brought together by a shared passion for accessible, industry-relevant qualifications.

GUS delivers a wide variety of programmes, including bachelor's degree programmes, master's degree programmes, professional training, English Language training, and corporate & executive education. When someone chooses to study at one of our institutions– whether on campus in Europe, North America, or even in their own home – they're joining a network of over 50,000 students worldwide.

- Manage design team for London College of Contemporary Arts, London College of Creative Media and Berlin School of Business innovation.
- Responsible for the design of digital campaigns in a wide range of formats.
- I provide design solutions for the LCCA, LCCM and BSBI website / Landing pages and in multiple campaigns, working directly with developers to guarantee the best result.
- Editorial design for the University magazine "Creative Magazine" and other formats such as prospectus, brochures and posters, for its printed and digital publication.
- Printing market research to guarantee the best quality / price.
- Infographics processing, Illustrations and Vinyls for the Campus.

JUN 17 – SEP 17 –SIBU – Art Director / Graphic Designer - London.
Sibu founded the fashion label ***Jaded Life*** and sub-brand ***Jaded Androgen*** in 2006 in Cape Town with an inspirational southern African sunbird logo.

He has modelled in *London Fashion Week* while he was scouted as a teenager leading to stints in Milan and Paris, walking for Gaultier. He has fronted major ad campaigns from the *VW Beetle* to *Jameson's* whiskey while presents interviews during *LFW for notjustalabel.com/fashion-films*.

- Collaboration as Art Director for the collection: A/W 2017 "Anime Noir Into the Night".
- Designed Look-Book A/W 2017.
- Created printer and digital invitation for the fashion show.
- Click **here** to see artwork

MAR 16 - MAY 16 – THE CLOTHING LOUNGE – Digital / Graphic Designer - London.
TCL are an online retailer that specially curates emerging independent fashion talent, from ALL OVER THE WORLD. Featuring more than 70 luxury designer labels, it's filled with rare treasures just waiting to be discovered and loved by you.

- Responsible for the design and management of campaigns for the TCL website.
- Created new visual concepts for TCL events.
- Advertising Design focused on billboards.
- My tasks required a high knowledge of trends and fashion design to ensure the highest quality on the market.

JUL12 - MAR 16 – FREELANCE – Digital / Graphic Designer - London.

- Logo design and advisory work for different companies in service sector focused on improving their brand image.
- Design of promotional material printed and digital format for various clients such as Mathieu Poulain, Juan Velasco Cleaning Services y Celebrity 5 Star.
- Vehicle Vinyls to Juan Velasco Cleaning Services.
- Web Design and Digital Catalogues and other formats such as brochures and posters.
- Photographic retouching.

MAR 11 - JUN 12 – ARTE FACTO – Graphic Designer - Madrid**.**

- Designed promotional posters for Coca-Cola in collaboration with: Grupo Vips y ALSA.
- Collaboration with the agency to develop creative packaging for Coca-Cola y Zespri.
- Created catalogues, brochures and digital material for Chocolates Valor.

FEB 09- MAR 11 – ALMA LLENAS – Digital / Graphic Designer - Madrid / Barcelona.

- Created Catalogues, look-books, displays and brochures for each season.
- Collaboration with the Art Director and Photographers to create the collection catalogues and Look book.
- Web Design and graphic contents of Alma Llenas Website.
- Advertising campaigns for social media.

Education:

MASTER DIGITAL VIDEO EDITING, APP WEB (CSS, JavaScript, ActionScript) and 3D - C.E.I.

SENIOR TECHNICAL GRAPHIC DESIGN - Escuela Superior de Formación.

ASSOCIATE DEGREE IN VISUAL ART & DESIGN MAJORING IN ILLUSTRATION - E.S.*D.P.*

Key Achievements:

- Participate with my illustration "Atrapada" in the group exhibition of "This fucking Jazz Music Hooks". Click here to see my work.
- Volunteer within the design team for the Carmen López project that was carried out at the Reina Sofía Children's Hospital in Córdoba.
    - This project involved more than 250 volunteers, who participated in the design of the hospital.
    - As a social impact, more than 10 television channels have relayed the new nationwide.
    - See the project in the following link: Hospital de Córdoba.

Refeencias disponibles bajo petición