

CAROLINA DE LACRUZ

GRAPHIC DESIGNER

Location. Zanzibar, Tanzania

Tel. +255 682 835 588

Birth. 03. August. 1971

Email. carolina@zurdadesign.com

Website. www.zurdadesign.com



About

I'm a graphic designer. I do graphic design, branding, print and web design. I have worked for clients such as Real State, Tourism Promotions, Restaurants, Casinos, Public Institutions, Law Firms, Architects, Small Businesses and Individuals.

Design Services:
Logo Design, Identity Development, Stationery Packages, Brand Standards Manuals, Brochure and Rack Cards Design, Book Cover and Book Design, Magazine Layout and Publication Design, Poster and Flyer Design, Print Design, Web Design.

Research, creative thinking, constant attention to new trends are part of the key design process to create effective design solutions. Always with positive attitude towards the job well done, I focus the projects of design with energy, enthusiasm and always taking care of detail.



WORK EXPERIENCE

- **Graphic & Web Designer** / 2009 - 2017
Freelance - Design projects developments: Corporate Identity, publishing design, advertising, website design.
- **Senior Graphic Designer** / 2008 - 2009
Imagen Consulting, Advertising & Communication Agency - Marbella (Spain) - Design and redesign corporate identity and graphic applications, publishing and communication.
- **Senior Graphic Designer** / 2001 - 2005
El Peso Diseño Gráfico - Graphic design Studio - Marbella (Spain) - Design projects development, from initial idea to print preparation. Customer assistance and administrative duties.
- **Junior Graphic Designer** / 2000 - 2001
F&B Publicidad - Advertising Agency - Marbella (Spain) - Assistance on development of design projects and printing preparation.
- **Administrative Assistant** / 1998 - 2000
La Esterilla S.A. - Construction and Real Estate Company - Marbella (Spain) - Customer support, mailing, purchasing orders for suppliers.
- **Junior Graphic Designer** / 1995 - 1997
3 Doble Advertising Agency - Vigo (Spain) & Publisher Advertising Agency - Madrid (Spain) - Internship as graphic designer



EDUCATION

- **Website design** / 2010
Fundación FOREM - Granada (Spain) - Html, Dreamweaver, CSS
- **Website and Graphic Design** / 2008
Centro de Estudios (CEI) - Madrid (Spain) - Illustrator, Indesign, Photoshop, Dreamweaver and Flash
- **Packaging Master's degree** / 1997
Instituto Europeo de Diseño (IED) - Madrid (Spain) - Packaging graphic design
- **Advertising Arts** / 1991- 1994
Escuela de Nuevas Profesiones CENP - Madrid (Spain) - Colour Theory, Image Theory, Design Basis, Visual Communication Theory. Artistic Drawing, Typography, Illustration and Photography. Graphic Arts Technology, Multimedia Technology. History of Art and Design, Sociology and Labour Law.

CAROLINA DE LACRUZ

GRAPHIC DESIGNER

Location. Zanzibar, Tanzania

Tel. +255 682 835 588

Birth. 03. August. 1971

Email. carolina@zurdadesign.com

Website. www.zurdadesign.com



PERSONAL SKILLS

- Social skills and competences

Communication skills for customer support mainly after working in real state; these skills have been used afterwards for customer assistance in design projects.

Good at teamwork in a multicultural environment, experience gained traveling and working in different places, doing different activities.

- Organisational skills and competences

Good organization skills.

Control of supplier's orders and preparation of printing budgets.

On personal level, good organization of different trips to several countries.

- Artistic skills and competences

Skills for drawing and painting: study and leisure.

Photography composition abilities: study, work and leisure.

Handicrafts skills: leisure

- Other skills and competences

Outdoor' sports: trekking, snowboard, kayaking, cycling, swim.

Concerned about Environment, proactive in recycling and control of using non-renewable energy sources.

Interested in getting to know different cultures.



WEB DESIGN WORK SAMPLES

- Web Design with Development in Html

zurdadesign.com

- Web design by zurdadesign and development in Drupal made by a web master.

corot.iaa.es

upwards.iaa.es

orison.iaa.es

afavordelapiel.es

sampac.es

sampacreuniones.es

aedprenatal.com

workshop2017.precisionmedicinebasedonliquidbiopsies.com

Computer Skills



Photoshop



Illustrator



In Design



Html + CSS

Languages



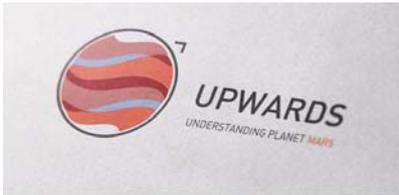
Spanish



English



WORK SAMPLES



Logo, Stationary & Web Design Upwards Project



Web Design - Corot Project



Poster Print Design - Casino Marbella



Cards, Flyer & Display Design - Kusamala Project



Logo Redesign, Print - Gorki Selección



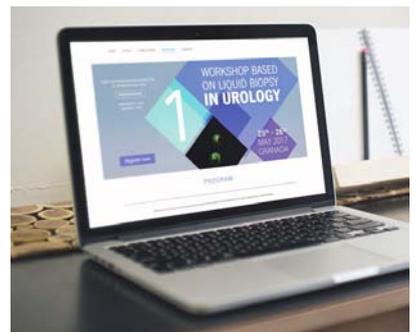
Magazine Layout & Book Cover Design



T-shirt Print Design - PolePole & Faro del Sur



Web Design - EM Safe Project Underconstruction



Web Design - Workshop Project