

SANDRA SANZ

VISUAL & CREATIVE DESIGNER

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www.sandracreative.com

Passionate about the balance between design, user experience and digital media content. My goal is to blend logic and image in each project bringing exceptional concepts and solutions.

Fascinated about any design related field, and eager to learn more, I consider each project as a new opportunity to expand my knowledge.

EXPERIENCE

GOOD & CO. LONDON - SF
AUGUST 2015 / JANUARY 2017

Visual Designer

Work alongside product managers and analysts to create and improve products across design exploration and research. Design user flows, wires and mock-ups for the responsive web, iOS and Android.

Help keeping brand consistency and ongoing communication between the main office in San Francisco and the London-based branch.

Work with the data science team to create an intuitive visualization of diverse and complex datasets.

RP2 MEDIA & MORE. CHELMSFORD
AUGUST 2015 / AUGUST 2016

Digital Creative Designer.

Collaborating with company's art director in generation of concepts for campaigns and pitches. I created fresh and highly visual websites, with excellent user experience. I designed digital content such as viral videos, photography, and social media adverts; helping produce photoshoots and TV adverts.

Projects include: Oddboods, Chelmsford City Racecourse which give us a Gold Digital Award, Advantage Travel or TTS.

DAST CREATIVE. LONDON
JUNE 2014 / 2015

Visual Designer.

Helping companies create strong brands and responsive web designs.

I created branding, visual designs and provided exploration UI solutions to present clients and projects managers.

Clients include: Signature WM or Trusted Rebels Agency Netherlands based. With this last one, it should be noted collaboration on projects such as De Poorterij Theatre.

CAMELOT ELITE. LONDON
JULY 2012 / JUNE 2014

Graphic Designer.

PHOTOFIX. MADRID | MARCH
2007 / MARCH 2011

Graphic Designer and Photographer

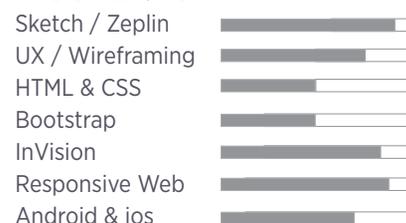


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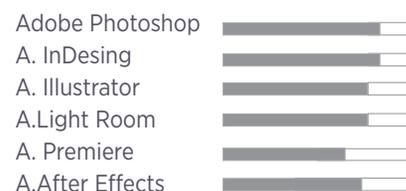


BRAZILIAN
PORTUGUESE

VISUAL / UX



A DOBE CS6



KEY SKILLS

DIGITAL / UX

Skilled in working with product managers and analysts to improve digital products, cover needs from B2B to B2C products.

UX/UI, wireframes, prototypes, Invision.
Able to type HTML and CSS code.

MARKETING DESIGN

Experienced in creating strong design solutions across digital media. I have broad understanding of what good branding execution involve and how to keep its consistency. An idea generator, I motivate people during brainstorming session, bringing fresh angles and concepts to commercial campaigns.

Good eye for implementing the correct tone of voice to a brand thought in terms of typography, photography and visual elements.

PHOTOGRAPHY & VIDEO CONTENT

High level of experience developing professional photoshoots combined with a good knowledge of lighting and cameras.

Techniques retouched through photoshop and Camera Raw.
Video editing through After Effects and Premiere.

EDUCATION

University Degree, 2007-2011 Graphic Design by Arte10 (Madrid)
Specialised in wayfinding, user experience on spaces and commercial design.

(HNC) Photography, 2004-2007, Arte10 (Madrid).

Web development, HTML, Dreamweaver, Short course | 2014
City and Islington College (London).

Art Direction, Short course | 2013.
Central Saint Martins College of Art and Design (London).

Technical lighting, Course 460/h | 2006, Empesa (Madrid).

Audiovisual, Course 405/h | 2006, Empesa (Madrid).