



# RAQUEL SANFRUTOS

Creative Designer

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## WORK EXPERIENCE

- Present** **LEICA GEOSYSTEMS AG - PART OF HEXAGON**  
**GRAPHIC & WEB DESIGN**
  - Responsible for re-branding Leica, GeoMax and X-PAD corporate image.
  - Create ideas and design ad campaigns to advertise company's products.
  - Responsible for creating and designing creative final artwork.
  - Design web graphics, logotypes and infographics for the client.
  - Image retouching and mock ups creation.
- Present** **FREELANCE**  
**GRAPHIC & WEB DESIGN**
  - Creation and development of designs for clients: online and offline (Agencies, Deloitte, Muusse, Fundación Tomillo, Squawk, among others).
- 15 - 16** **DELOITTE**  
**GRAPHIC DESIGN**
  - Designing and creating the final artwork, packaging and proposals for clients: Telefónica, Iberdrola, Banco Santander, Mutua Madrileña, Codere..)
  - Collaborate in designing the web page: www.deloitte.es.
- 14** **LLAOLLAO ASIA**  
**GRAPHIC & WEB DESIGN**
  - Responsible for the content management of web page (www.llaollaoasia.com) and social media.
  - Responsible for creating and designing the final artwork to advertise the company's products in Asia.
- 13 - 14** **GOODELITBOX**  
**GRAPHIC & WEB DESIGN**
  - Responsible for managing the content of the web page (www.goodelitbox.es) and social media.
  - Creating and designing the final artwork for the company.
- 12 - 13** **SIEMENS S.A.**  
**COMMUNICATION**
  - Translation of press releases and news, and their subsequent communications with the public.
  - Organization of corporate events.



## EDUCATIONAL BACKGROUND

- 18** **Course in After Effects**  
 Cálamo & Cran (Madrid)
- 16** **Executive Program in Brand Management**  
 Nebrija University (Madrid)
- 14 - 15** **Master in Creativity**  
 Autónoma University (Madrid)
- 12 - 13** **Master of Fine Arts in Computer Art**  
 CEU San Pablo University (Madrid)
- 07 - 11** **Bachelor's Degree in Marketing, Advertising and Public Relations**  
 Emerson College (Boston)
- 93 - 07** **King's College**  
 General Certificate of Secondary Education



## SOFTWARE

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- Wordpress
- Web Design
- Adobe Premiere
- Adobe After Effects



## SKILLS

- Creativeness
- Organization
- Teamwork
- Communication
- Perseverance
- Flexibility



## LANGUAGES

- English
- Spanish



## REFERENCES

- ART DIRECTOR (DELOITTE)**  
 Raquel is a capable professional, hardworking and able to create an atmosphere of fellowship, especially providing encouragement and a positive attitude to the team. It has been a pleasure working with her.
- PARTNER (LLAOLLAO ASIA)**  
 Raquel has proven to be someone with good qualities and skills, and a high level of initiative, dedication, professionalism and creativity.