



RAQUEL SANFRUTOS

Senior Creative Designer

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WORK EXPERIENCE

- Present** **ICF NEXT AGENCY (BRUSSELS)**
GRAPHIC & WEB DESIGN
 - Concept creation and the development of animations, videos, and advertising campaigns.
 - Creative logotypes, final artwork (offline & online) and packaging creation.
- Present** **FREELANCE**
GRAPHIC & WEB DESIGN
 - Idealization and creation of designs to promote the service/product and the web page interface (Agencies, Deloitte, Muusse, Tomillo Foundation, Squawk, among others).
 - Responsible for changing the client's strategy and branding.
- 17 - 19** **HEXAGON (PRAGUE)**
GRAPHIC & WEB DESIGN
 - Responsible for changing the strategy and conceptualization of the corporate image (Hexagon, Leica Geosystems, GeoMax and X-PAD).
 - Idealization and creation of advertising campaigns to promote the services/products of Hexagon's brands.
 - Idealization and creation of logos and their manual identity.
 - Creation and the development of designs (offline and online).
 - Photo retouching and creation of mock-ups, packaging and look & feel of Hexagon's web pages.
- 15 - 16** **DELOITTE (MADRID)**
GRAPHIC DESIGN
 - Conceptualization and development of proposals for clients: Iberdrola, Banco Santander, Codere, Telefónica and Mutua Madrileña
 - Creation and development of logos and their branding, as well as packaging and the final artwork (offline and online).
 - Collaboration in the look & feel of the page web: www.deloitte.es.
- 14 - 15** **SIEMENS (MADRID)**
GRAPHIC & WEB DESIGN
 - Responsible for strategy development and corporate image improvement.
 - Creation and development of designs (offline and online).

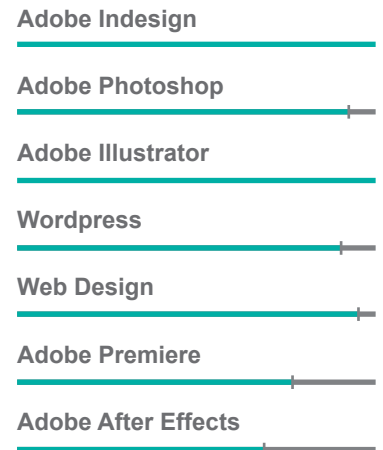


EDUCATIONAL BACKGROUND

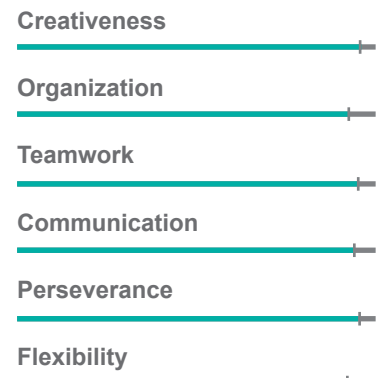
- 18** **Course in After Effects**
Cálamo & Cran (Online)
- 16** **Executive Program in Brand Management**
Nebrija University (Madrid)
- 14 - 15** **Master in Creativity**
Autónoma University (Madrid)
- 12 - 13** **Master of Fine Arts in Computer Art**
CEU San Pablo University (Madrid)
- 07 - 11** **Bachelor's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



SOFTWARE



SKILLS



LANGUAGES



REFERENCES

CREATIVE DIRECTOR (HEXAGON)
Raquel has proven to be someone with good qualities and skills, and a high level of initiative, dedication, professionalism and creativity.

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.