



# RAQUEL SANFRUTOS

Senior Creative Designer

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## WORK EXPERIENCE

- Present** **ICF NEXT AGENCY (BRUSSELS)**  
**CREATIVE DESIGN AND WEB**
  - Concept creation and development of animations, videos, and advertising campaigns.
  - Creative logotypes, final artwork (offline & online) and packaging creation.
- Present** **FREELANCE**  
**CREATIVE DESIGN AND WEB**
  - 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)**  
**CREATIVE DESIGN AND WEB**
  - 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)**  
**CREATIVE 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)**  
**CREATIVE DESIGN AND WEB**
  - Responsible for strategy development and corporate image improvement.
  - Creation and development of designs (offline and online).



## EDUCATIONAL BACKGROUND

- Present** **Master in Motion Graphics**  
Pompeu Fabra University (Barcelona)
- 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 & Public Relations**  
Emerson College (Boston)



## 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

**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.