



RAQUEL SANFRUTOS

Creative and Motion Graphic Design Manager

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WORK EXPERIENCE

- Present** **FLEISHMANHILLARD EU (BRUSSELS)**
CREATIVE DESIGN, MOTION GRAPHIC AND WEB
 - Responsible for:
 - Managing the team, achieving the best outcome possible with tight deadlines.
 - Talking with clients and knowing which is the best approach depending on the client's need.
 - Organising and collaborating with video and photo shoots on site with clients.
 - Concept creation and development of brand guidelines, animations, motion graphics, video editing, postproduction and advertising campaigns.
 - Creative logotypes and final artwork (offline & online).
 - Podcast recording and editing.
- Present** **FREELANCE**
CREATIVE DESIGN, MOTION GRAPHIC AND WEB
 - Idealisation 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.
- 19 - 21** **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.
- 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).
 - Idealisation and creation of advertising campaigns to promote the services/products of Hexagon's brands.
 - Idealisation and creation of logos and their manual identity.
 - Creation and the development of designs (offline and online).
 - Photo retouching and mock-up creation and packaging.
- 15 - 16** **DELOITTE (MADRID)**
CREATIVE DESIGN
 - Conceptualisation 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.



EDUCATIONAL BACKGROUND

- 20 - 21** **Master in Motion Graphics**
Pompeu Fabra University (Barcelona)
- 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
- Web Design
- Adobe Premiere
- Adobe After Effects
- Adobe Audition



SKILLS

- Creativeness
- Organisation
- 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.