This is ALBA CV

Alba García-Castrillo

609891807
agarciluz@yahoo.com
thisisalba.com
Cantabria

"I like to think that we are all creative, and that creativity is applicable not only to work, but to all the activities I do"

Hello, I am Alba, art director, graphic designer, calligrapher, singpainter and muralist. I love my work, I'm enthusiastic about looking for new trends and creating different styles.

Each client is unique and has a different dream, so I involve them in the project from the beginning and try to make them stand out for their own personality.

I develop for them branding, logos, packaging, front end web, video editing, calligraphy, sign painting ,murals, computer graphics, catalogue and brochure editing and many other ideas that we develop together.

If you want to know me better, contact me, or if it's too soon take a look at my website, you can use the QR code.

I consider myself a craftswoman, as my aim is always to achieve excellence in what I do. I am meticulous and detailed and I get excited and involved in every project from start to finish.

I am an inclusive and sociable person. My experience with international work groups, both in large companies and in small agencies, has provided me with leadership skills, ability to organise teams, as well as to negotiate with clients, suppliers and services. The traits that define me are enthusiasm, vitality.

Each new project is an opportunity to contribute my experience and develop my creativity and imagination.

Work Experience

Fonestar - Cantabria, Spain
Jan 2017- Today
Creative Director, Marketing Department
Team management, campaigns, catalogue layout, fliers... Social networks, web, photography, video, printing, fair stands, banners.

EightyDots - Munich
Jan 2017- Jun 2017
Senior Art Director
Creation of content for social networks. Company blog and social networks (design and maintenance). Logo design.

Leo's Think Thank - Munich
Enero 2015 - Enero 2017
Senior Art Director
Advertising campaigns from the brief to its creation for McDonald's and McCafé (concept, presentation, evolution, design, shooting, retouching brief, final presentation) Creation of content for social networks. Packaging. Logo design. Events design. Point of sale design. Video and photo shooting. Manager of several teams, and juniors.

Leo Burnett - Frankfurt
Feb 2013 - Jan 2015
Art Director
Advertising campaigns from the brief to its creation for Marlboro (concept, presentation, evolution, design, shooting, retouching brief, final presentation). Creation of social media content. Packaging. Logo design. Events design. Point of sale design. Video and photo shooting.

Leo Burnett Lapiz - Chicago
May 2012 - Sep 2012
Junior Art Director
Conceptualisation of 360º campaigns for Kellogg's Special K, PAM clients. Designs of posters and T-shirts for events. Design and creation of presentations.

Fraile&Blanco - Cantabria, Spain
Sep2009 - Jun 2010
Graphic Design Intern
Creation of logos. Design of web courses.

Academic education

Sep 2004 - Jun 2009
Advertising and PR
San Pablo CEU
Madrid

Sep 2010 - Sep 2012
Art Director
Graphic Design
Miami Ad School
Miami, Berlin, Madrid, Chicago

Courses:

Calligraphy, Italic, copper plate, modernist, brush, humanist. With **Bego Viñuela** 2017-2020

Sign painting
Introduction with **Mark Polza**
Master class with **Mike Meyer**

Programs

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