

Laura Barrera

Branding Designer

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www.laura-barrera.com

PROFESSIONAL SUMMARY

I have 13 years of experience in the design and advertising sector, specializing in branding among others. My focus is on creative direction, strategy, planning, and project management as well as overseeing creative personnel to ensure excellence in the execution of each project.

Additionally, I have extensive experience in executing 360° campaigns, covering everything from strategic conception and creative direction to the development of key visuals and the creation of content for various platforms such as social media, websites, banners, etc.

EXPERIENCE

CVP, INTEGRAL ADVERTISING AGENCY

Start Date: July 2016
At Present.

BRAND SENIOR GRAPHIC DESIGNER (NOW IN A FREELANCE MODE)

- Lead projects from conception to completion seamlessly, ensuring the delivery of objectives and adherence to timelines.
- Present ideas and concepts to clients, agencies, and internally.
- Experience in print, digital, web, advertising, packaging, animation, and social media design.
- Worked with clients from various sectors, including consultancy, mining, pharmaceuticals, vineyards, medical, agroindustries, among others.

COQUINARIA GOURMET MARKET

Start Date: July 2015
End Date: September 2016.

MARKETING GRAPHIC DESIGNER

- Design, oversee, and monitor marketing initiatives across various platforms: Social media, website, and visual merchandising in stores.
- Analyze customer journey results.
- Identify actions leading to conversions in physical and digital stores.

REQUINGUA VINEYARD

Start Date: May 2013
End Date: March 2014.

HEAD DESIGNER

- Lead the design and marketing department of Viña Requiringua and other vineyards within the same holding, as well as oversee the development and creation of private wine labels and brands customized for private clients in markets across Latin America, Asia, Europe, and the United States.

GRUPO COPESA, CHILEAN MEDIA CONGLOMERATE

Start Date: September 2011
End Date: April 2013.

GRAPHIC DESIGNER

- Responsible for designing editorial products, special editions, advertising, and marketing materials for various groups within GrupoCopesa.
- Active participation in event design, including MasDeco Market and Feria Mujer, while working as a Graphic Designer at GrupoCopesa's internal Design and Advertising Agency.

BASE DESIGN

Start Date: January 2010
End March: 2010.

GRAPHIC DESIGNER INTERN

- Professional internship. Collaboration in the Editorial, Web Design, and Visual Identity areas. Significant contribution in cooperation with Feria Chaco, an annual Contemporary Art Fair, involving web design, graphic elements, and contributing to The design of the Chilean architecture book 'Blanca Montaña'.

EDUCATION

2006-2011	UNIVERSIDAD DIEGO PORTALES, Chile, Graphic Design Degree.
2012	PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE, Postgraduate Certificate in Illustration and Graphic Communication for Print Media.
2015	UNIVERSIDAD DE CHILE, Postgraduate Certificate in Editorial Design.
2020	CODERHOUSE, Argentina, UX/UI Design, Online Course.
2021	CODERHOUSE, Argentina, Growth Marketing, Online Course.
2022	CODERHOUSE, ARGENTINA, UX Research, Online Course.

SKILLS

- Brand Identity
- Editorial Design
- Advertising Design
- Project Management
- Mobile and Web Design

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Indesign
- Figma

INTERESTS

- Practice yoga five times a week, It has allowed me to strengthen my personal and bodily awareness.
- I meditate every day; it's a habit that helps me maintain a connection with the present and unwind.
- I like to dedicate time every day to creative activities such as illustration or writing.