



During my five years studies at the University, in addition of the general content of my design bachelor, I specialised my studies in subjects such as:

- The color and its effects
- The importance of balance in a composition (by the right use of the elements and space)
- Study of typography
- The elements of design, such as space, size, value, color and shape
- Graphic design and its relation with marketing
- The process of design to produce a good layout that: works and attracts
- Signage
- Exhibition design such as displays and stands in 3D
- Printing process
- Graphic design as a marketing strategy
- Editorial design (leaflet, catalogue, magazine and newsletter)
- Photography (In color, black and white and publicitary)

Being a freelance designer at present, I am experienced to work unsupervised to design and produce the material doing a previous research about the company, its needs, market, final user, ideology, personality and corporate image starting from initial sketches and researches through to final production by always keeping regular direct contact with my clients and printers.

On an other hand and through my previous work experience at Nexusxo, I was a strong team player always in communication with my colleagues, who know how to deal with problems, work in a stressfull environment and in difficult situations, manage to keep calm and go step by step to always meet my clients deadlines.



Name **Miryam Aubert**
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Professional Experience and Skills:

May 2003 – Present

Freelance consultant

Currently I am undertaking freelance and contractual design work, involving producing design concepts and finished artwork for print, web and multimedia projects.

I am currently contracted to do design work for small number of private clients covering graphic design, print management and web design. My portfolio includes current material as well as work for a number of local companies who have required artwork for print and the web.

Interactive media designer

Design and consultancy for wide range of interactive media projects. designing structure/navigation and visuals for websites, Initially designing communication materials such as user guides, brochures, booklets, icon designs, screen layouts, Flash animations.

Jan 2001-May 2003

Professional experience working as freelance for;

- **ALSTOM**, on the production and design of a magazine
During this time, I worked on the Challenge magazine's design in Sydney. Challenge is a magazine for all the ALSTOM employees
 - **Liddy Houseware,**
 - **Roman Sleeping Bags,**
- Responsibilities: design of printed publicity materials and catalogues advertisements, and labels

Web site design and production

From November 2002 to March 2003 I studied a course on web design at the University of Sydney

July 2000-Dec 2000
(6 months)

Work experience with Elle magazine

During 6 months I did a work experience at Elle magazine in Sydney with Pacific Publications.



May 1999-May 2000
(12 months)

Graphic designer at NexusXO, communications and marketing in Preston, England.

NexusXO is an English company, which has an established network of clients, including medium size enterprises and multinational companies.

A selection of companies for whom I completed projects:

Alstom Transport in the UK and France, British Energy, Eurest, Beneast, Bateman, Compass Group, Anchor, Autodiagnos, PDL, Abacans, Autodiagnos and Brooklands.

My achievements were to complete diverse projects from initial concept, including communication with printers and other outside suppliers until their production. Designing and applying logos and visual branding for online and offline media, preparing or implementing corporate brand guidelines and presenting ideas to clients

Some projects during this period of time:

- Corporate Identity - Logo and Collateral,
- Newsletters and Magazines,
- Annual Reports,
- Promotional Brochures and Catalogues,
- Poster Design,
- Advertisements, Leaflets.
- Delegate Packs and Congresses, Handbooks.

1998:

Training: Working at the African Safari Zoo in Mexico.

During this time I did promotional material and signage, representing the different species in display and services at the zoological park.

Educational Qualifications:

1993-1998:

Bachelor in Graphic Design at the Iberoamericana University in Mexico with Specialisation in Marketing.

Subjects: The color and its effects, the process of design, graphic design and its relation with marketing, magazine design, package design, study of typography, poster design, advertising, signage, corporate image and the printing process.

Software:

- Graphics software (Adobe Photoshop CS2, Adobe Illustrator CS2, QuarkXpress Passport 7)
- Web development software (Dreamweaver MX 2004, Flash 8)
- Office software (Microsoft Power Point, Microsoft Word)

Other Languages:

Spanish: Mother tongue

French: Beginner.



Professional Overview:

Strengths

- First class analytical, design, and problem solving skills
- Dedicated in maintaining high-quality standards.
- Capable of building strong and productive relationships
- Exceptional organisation and time management skills
- A passion for my work – a visual perfectionist

Key Expertise

Creative:

Initial conception, recognising client requirements, brainstorming ideas, hands-on work ethic, design documentation, templating, client presentation and creative direction. Broad style base, able to cater for the conservative market as well as advocate experimental design. Other relevant skills include experience in various other art mediums, corporate branding, print design, animation, photo manipulation.

Technical:

Proficient in latest software used for creative executions. Technical knowledge of print and production techniques for high quality reproduction. Hands on experience in photography for graphic use.

Samples of work



Tender Submission



By Balamann Staffhouse Services Ltd
in Partnership with Balamann Food



Corporate Identity



Promotional Catalogues



Executive Summary



