



DEAR PROSPECTIVE EMPLOYER

here are a few things you might want to know about me. View my complete portfolio at

www.jeezvanilla.com

graphic design • surface design • illustration

ADRIANA BELLET

visual communication

ABOUT ME

My name is Adriana and I identify communication problems, find ways to solve them and translate the solution into graphic design and illustration.

Born in Barcelona 26 years ago, I soon fell in love with pencils and coloured pens. I grew up and went on to study Advertising & Public Relations, graduating four years after with a 2.1.

While at university I spent a semester studying arts in Berlin. The experience lead me to focus on my graphic skills and opened my appetite for traveling, so after collecting my diploma and taking my backpack East, South and West, I settled in England to pursue a career in graphic design.

For three years I worked as an in-house graphic designer and improved my design skills with a post-grad in the UAL, specializing in home furnishings. Last Christmas I extended my holidays, rented a flat in Argentina and worked on my first ceramic design collection.

My typeface of choice is Myriad, I believe "less is more" is not always true and that the key to a good design is better communication. I also think charcoal grey is the new black and the best source of inspiration is going for a ten minute walk.

MY OBJECTIVE

I am passionate about communication and the way design interacts with its audience. My objective is to solve communication problems, always developing new concepts and producing effective and beautiful visual messages.

SKILLS

DESIGN

- Graphic & Editorial design
- Pattern design
- Illustration
- Surface design for home furnishings
- Creative interpretation of briefs
- Preferred design Applications: Photoshop, Illustrator, InDesign

PRINT

- Textile print production
- Ceramic print production
- Wallpaper print production
- Screen-printing
- Lithography

EDUCATION

Postgraduate Certificate Digital Surface Design •

University of the Arts London - London College of Communication (LCC), UK 2009

Screen-Printing Certificate •

University of the Arts London - (LCC), UK 2008

Editorial Design Certificate •

Illa School of Applied Arts, Spain 2007

B.A Advertising & PR •

Universitat Autònoma de Barcelona (UAB), Spain 2006

Complimentary Studies: Erasmus •

University of the Arts Berlin (UdK), Germany 2005

EXPERIENCE

Freelance Designer, JeezVanilla 2009 - To date •

Under the brand JeezVanilla I've worked on several graphic design and branding projects for local business, while also designing and producing customized crockery and a stationary line; both available online.

Design & Media Coordinator, The University of Surrey Students' Union •

Responsible for the design and production of various communication materials, from business cards, flyers and posters to the bimonthly magazine and branded apparel. Mid 2009 I was commissioned with the re-branding of the company's corporate identity (inc. the redesign of its logo and branded applications).

Art-Advertising Creative, Ogilvy Worldwide Barcelona, Spain 2005-2006 •

Thanks to winning a placement at the internationally recognized Ogilvy, I had the experience of working with such brands as Danone and Nestle, were I learnt very early on the importance of project management and asking questions.

MAJOR ACHIEVEMENTS

Featured exhibitor in Free Range National Graduate Art & Design Show; London, UK 2009

Exhibitor in Indigo Paris International Textile Design Show Paris, France 2008

Winner of the UAB's nation-wide ad campaign for 2007-09 Barcelona, Spain 2006