

# ROBERTO APARICIO DE LA FUENTE

GRAPHIC DESIGNER / ILLUSTRATOR / WEB DESIGNER

PORTFOLIO: [www.roberto-aporicio.com](http://www.roberto-aporicio.com)

EMAIL: [info@roberto-aporicio.com](mailto:info@roberto-aporicio.com)

## PERSONAL STATEMENT

I am a Graphic Designer with more than 10 years of experience working in Web design studios, marketing agencies and in-house design roles.

I am a fast learner, well organised and self-motivated with a strong eye for detail. With a good solid understanding of the design process, my experience covers both print and digital, brochures, brand identity, product packaging, website design and development, lettering, magazines and corporate communications. I am a hard working person who thrives in a challenging and creative environment.

I am currently looking for a Graphic and Web Designer position with a creative company where I can apply my experience and work alongside other people who share the same passion for design as I do.

## WORK HISTORY

### GRAPHIC DESIGNER

Móstoles (Spain)

April 2014 – Now

Web, Illustration and Graphic Design works for clients and personal projects.

- › Illustrations and paintings, logo and product design projects.
- › Web design and development.

### FORLETTER

Madrid

November 2015 – January 2016

June 2016 – January 2017

July 2017 – December 2017

Animator, Graphic Designer and Desktop Publisher in the annual Christmas campaign by this print company dedicated to the creation of Christmas cards, in collaboration with NGO's.

- › Developed animations on html5 format based on printed Christmas designs, web responsive creation and video or flash animations.
- › Illustrations for products, catalogue covers and Christmas cards.
- › Design, vectorization and print preparations.
- › Design and layout of cads following the client's guidelines.

### PERSONAL PROJECTS

Spain/New Zealand

April 2014 – October 2015

During that time, I learned and practiced with the purpose of improving my skills in different areas related to my career.

- › Learning Css3 (self-taught) and improving my html5 knowledge.
- › Personal photography, illustrations and paintings projects.
- › Logo and lettering designs.
- › Video editing practice.
- › Web design projects.

### S.A.T. LOS COMBOS

Móstoles (Spain)

November 2009 - April 2014

In house Creative and responsible for the entire design area for a traditional farm dedicated to the production of fresh dairy products.

- › Worked on the complete redesign of brand image, including stationery, brochures, advertising, and product design.
- › Created all the packaging, lids, labels and boxes for all the products of the company.
- › Website design, development and management.
- › Organise and maintain a Facebook profile and fan pages to promote the business and blog.
- › Design for range of communication solutions and publicity, for print, moving image and web.
- › Use Google analytics to compare the success of keywords.
- › Customer support and direct selling.

### INTERNETIZA

Madrid (Spain)

June 2009 - November 2009

Graphic /web designer and developer in a three-person start-up business.

- › Responsible for design, create, or implement websites, accessibility and content management Systems.
- › Developed advertising across web and print.
- › Design initial ideas to present to clients during pitches.
- › Conceptualise, design and build online banner advertising using Flash.
- › Design logos, brochures and promotional material for some clients.

## SEVEN DESIGN & DEVELOPMENT

Madrid (Spain)

May 2008 - November 2008

Web design and development agency. Creative Designer and Web design.

- › Responsible for the corporate image, including brochures, logo design, print preparation, cards and stationery.
- › Worked with company directors to design a new logo and rebranded the firm and the associated companies.
- › Developed corporate Identity Style guide Manual for use by staff.
- › Worked on Web accessibility and with content management systems.

## R&A MARKETING

Madrid (Spain)

May 2006 - April 2008

Web designer/developer, animator, Graphic Designer in a Marketing and design agency.

- › Marketing, branding, advertising, and public relations for small sized business and international companies.
- › Responsible for the training of new interns who were doing their internship in the company.
- › Design product packaging, logos and corporate identities, stationery and print preparations.
- › Website development, designs, animations and maintenance.
- › Created banners and integrated advertising campaigns, for various marketing campaigns in congress and presentations.
- › Setting files up from concept/scamp and taking through to final art.
- › Participate during pitches to new and existing clients: accompanied by the marketing manager and the creative team I would suggest ideas of layouts, and solutions to their issues/problems through design.

## TECNIREPLO

Valladolid (Spain)

September 2004 - January 2005

Print shop. Working within the Design Department.

- › Generate stationery, logos, flyers, business cards, print preparation.
- › Customer support and print attendant.

## SERVILIA SERVICIO DIGITAL

Valladolid (Spain)

October 2003 - January 2004

Marketing and Web design studio. Internship while I was studying.

- › Created corporate identity (logos and branding), invitations, brochures, advertising, stationery, marketing and promotion materials and magazines.
- › Design concepts and artwork for email templates, keeping in line with brand and promotional guidelines.

## QUALIFICATIONS

Higher National Diploma in Graphic Design 2000 -2004  
 College of Computer Systems (120 ECTS)  
 High school diploma in Arts 1998 – 2000  
 School of arts and crafts of Valladolid.

## LANGUAGES

Spanish - Native  
 English - IELTS Band score: 6.5 (October 2014)

## SOFTWARE

### DESIGN

Adobe InDesign CC  
 Adobe Photoshop CC  
 Adobe Illustrator CC  
 Adobe Animate CC

### WEB

HTML5 CSS3  
 Adobe Dreamweaver CC  
 Macromedia Flash MX  
 JavaScript JQuery

### ILLUSTRATION

Macromedia Freehand MX  
 Corel Draw X5  
 GIMP

### VIDEO EDITING

Adobe Premiere CC  
 Avid Media Composer  
 Sound Forge 9  
 3D Max 8

## DESIGN SKILLS

Retouching ●●●●●●●●●●●●●●●●●●●●  
 Web editing ●●●●●●●●●●●●●●●●●●●●  
 Html5 animation ●●●●●●●●●●●●●●●●●●●●  
 Packaging ●●●●●●●●●●●●●●●●●●●●  
 Illustration ●●●●●●●●●●●●●●●●●●●●  
 Editorial Design ●●●●●●●●●●●●●●●●●●●●  
 Hand Drawing ●●●●●●●●●●●●●●●●●●●●  
 Video editing ●●●●●●●●●●●●●●●●●●●●

## INTERESTS AND HOBBIES

Drawing  
 Art and design  
 Magazines  
 Comics  
 Tramping  
 Outdoor activities  
 Travelling  
 Taking photographs wherever I go