





**PROFILE** Trilingual: English, French, Spanish mother tongue

### INDIVIDUAL SKILLS

- A creative thinker with a strategic mindset
- Conceptual thinker in data visualization designs
- Fluency across marketing graphic design
- Photo and video customization
- Production of brochures
- Web design, newsletter design

### ASSETS

- 15 years of experience in national newspaper journalism.
- 3 years of experience in web marketing and web design.
- "France Soir" infographic journalist (75,000 copies).
- "idé" Communication Agency: 20 Minutes, MetroNews.
- Infographic visual style guidelines.
- Team leadership.

**EXPERTISE** Photoshop, Illustrator, InDesign, Figma, CQ5, WordPress, Premiere, After Effects, FinalCut Pro

### MY PATH SO FAR

#### External Communication Chef - Graphic Designer

Pulpa de Paris - Paris, 2024  
Branding / Web / e-commerce

#### Internal Communication Officer - Graphic Designer

Mutuelle Saint Christophe - Paris, 2020  
Marketing and product launch campaigns

#### Senior Infographic Designer

Société Générale - La Défense, March 2019  
Annual report / SA Report

#### Head of Infographics, French subsidiary

Mirka - Noisy-le-Grand, June 2018 - November 2018  
Marketing Brochures Branding

#### CMS Manager

Digitas - Levallois-Perret, April 2015 - September 2015  
Jiras / Website updates / Web integration

#### Data Visualization Designer

FREELANCE INTERIM - Paris, June 2013 - March 2015  
Logo creation / Mock-ups / Infographics / Web

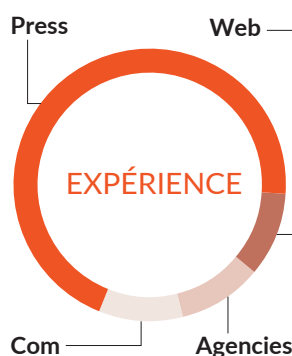
#### Senior Designer

Idé - Paris, March 2012 - October 2012  
Reuters Metronews  
20 Minutes / Reuters / Metro / La Dépêche de Midi

#### Press Journalist / Infographic Designer

France Soir - Paris, January 2009 - February 2012  
Infographic creation / Advertising announcements / Image clipping

<b>France-Soir</b> <small>FRANCE PRESSE</small> News Graphics Infographics Print Journal	<b>EL NACIONAL</b> Graphic Editor Infographics 50th annivers. journal cover	<b>REUTERS</b> Infographic London In-House trainee
<b>idé</b> News Graphics Infographics Print Journalism	<b>Saint-Christophe</b> Web Updates Branding Marketing	<b>MIRKA</b> Marketing Product Brochures B to B



 Graphic and layout design Financial Funds Reports	<b>Pulpa</b> Visual Identity Brand developing Business Associate	 Michelin Argentine Website Version Update
 Corporate Communication Creative Director	<b>UltimasNoticias</b> Creative Director Newsgraphics	 Creative Infographics Designer

### EDUCATION

**1998**  
**Universidad Central de Venezuela**  
Journalism - Caracas

**1994**  
**IDAA Institut de Design et d'Arts Appliqués**  
Graphic design - Caracas

### CONTINUING STUDIES

**2012**  
**CNA-CEFAG Bagnolet**  
Web-Master studies  
France

**2007**  
**Sorbonne Nouvelle**  
Master 2 Communication  
Paris III

**2003**  
**Parsons School of Design**  
ccs - A.S. trainee  
New York



Bandeau

Stands – Perspectives



ExpoW



Tarifs



Pub



**MIRKA** **Novastar**

**Novastar**  
Dépasser vos attentes.

Le rendez-vous parisien de l'art contemporain latino-américain

Novastar, disques auto-agrégants

Disques 19 mm	Disques 25 mm	Disques 32 mm	Disques 40 mm	Disques 50 mm	Disques 63 mm	Disques 75 mm	Disques 90 mm	Disques 110 mm	Disques 125 mm	Disques 150 mm	Disques 175 mm	Disques 200 mm	Disques 225 mm	Disques 250 mm	Disques 280 mm	Disques 315 mm	Disques 355 mm	Disques 400 mm	Disques 450 mm	Disques 500 mm	Disques 560 mm	Disques 630 mm	Disques 710 mm	Disques 800 mm	Disques 900 mm	Disques 1000 mm
Novastar 19 mm	Novastar 25 mm	Novastar 32 mm	Novastar 40 mm	Novastar 50 mm	Novastar 63 mm	Novastar 75 mm	Novastar 90 mm	Novastar 110 mm	Novastar 125 mm	Novastar 150 mm	Novastar 175 mm	Novastar 200 mm	Novastar 225 mm	Novastar 250 mm	Novastar 280 mm	Novastar 315 mm	Novastar 355 mm	Novastar 400 mm	Novastar 450 mm	Novastar 500 mm	Novastar 560 mm	Novastar 630 mm	Novastar 710 mm	Novastar 800 mm	Novastar 900 mm	Novastar 1000 mm

**MIRKA** **Novastar**

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Dépasser vos attentes.

Le rendez-vous parisien de l'art contemporain latino-américain

Novastar, disques auto-agrégants

Relever le défi. Découvrez la différence.

Novastar



*Flyers*

## Charte graphique

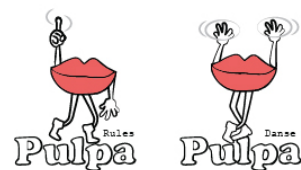
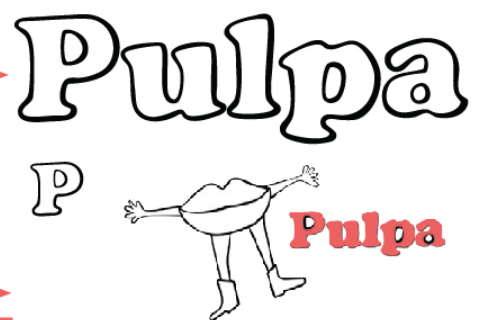
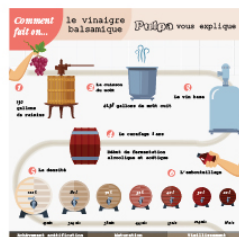
Afin de garder une cohérence visuelle qui permettra reconnaître Pulpa, nous avons créé une charte graphique. Contenant l'ensemble des règles fondamentales d'utilisation des signes graphiques qui constituent l'identité graphique de ce projet.

Courrier Regular  
Courier Bold

*Playfair Italic*

231f20			EE6161
58595b			efd4c3
d1d3d4			F6E8DF

le logo  
la typographies  
les couleurs  
les images  
les icônes  
les infographies







*Ensignes  
kakemonos  
panneaux*





# Diagramme de processus

