

ANDREA QUINTERO

creative art director

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Professional experience

Independent professional designer

- StudioNoa - Quito, Ecuador August 2014 - Present

In April 2014, StudioNoa became an independent brand of Adriana Hoyos. By separating these two great companies, we had a challenge: built a brand personality for StudioNoa. Working together with the marketing director we developed new communication strategies, marketing and design for their new furniture collections. Among my responsibilities is the development of logos, creation of advertising campaigns and direct marketing, development of the new website: www.studiohoa.com.ec and the new sales catalog, community manager, among others. All my responsibilities have met the brand objectives and reflect the new image created by us for StudioNoa, this being an elegant, creative and customizable brand for its high design furniture and high-end consumers.

- JRV Part of Havas WorldWide - Quito, Ecuador August 2014 - September 2015

By becoming a freelancer designer, I resumed contact with the advertising agency JRV Part of Havas Worldwide. With them I worked for Confiteca, brand leader in the Ecuadorian market, in the development of seasonal packaging, new releases and promotional formats, with previous research and market analysis that resulted in successful packaging designs, exceeding sales projections. I was also responsible for the development of several national advertising campaigns, working closely with the Municipality of Quito. Campaigns like "Súbete a mi Ola", for the conservation of the Galapagos Islands and "Tierra de Osos", for the conservation of spectacled bears in Quito.

- Textiles Mar y Sol - Quito, Ecuador August 2014 - September 2015

Textiles Mar y Sol is a company with over 60 years of experience in the Ecuadorian market, a company in constant innovation that requires my services as a graphic designer for the development of logos and graphic material. Getting involved in these type of projects require a strategy development and market research for the creation of graphic materials that reflect a brand identity.

- Various projects - Quito, Ecuador 2011 - September 2015

In 4 years I have created a base of loyal customers, enterprises and businesses, for which I have made a series of graphic works. I have developed logos, brand identity and corporate stationery for: Max's Games and Happy Days. I've also worked on the image design and advertising campaign development of "De Todo un Poquito" for the municipality of Quito, an annual Christmas fair that gathers local merchants in parks such as La Carolina. Hotel Continental's restaurant La Canoa and Plásticos Dalmau are also part of my customers.

Professional designer working at

- JRV Part of Havas Worldwide - Quito, Ecuador February 2012 - May 2014

As soon as I graduated from San Francisco de Quito University I started working for the agency JRV Part of Havas Worldwide as a graphic designer. During my time there, I developed and grown as a professional, gaining experience and confidence that landed me the large agency accounts. My responsibilities were the development of packaging, branding and advertising for Ecuadorian market leaders: Confiteca, Vita Leche, Pronaca, Life, Pacari and Familia. I also developed digital campaigns, including Facebook applications, content creation, web pages and mailings for brands like Pacari, Agogó, Anefi and Pizza Hut.







- BIGfish Communications - Boston, USA May 2011 - July 2011

During my exchange program at Boston University, I had the opportunity to do an internship at Bigfish Communications, a communications agency in Boston. Although my major was in advertising, I always had an affinity and passion for graphic design, and with them I had the opportunity to grow in this area. I worked in the development of logos and corporate stationery for brands like Oil-2-Education and Phononic Devices and also worked on press advertisements for the fast food brand Denny's and its promotion "Wild Caught Icelandic Haddock".

- Norlop JWT - Quito, Ecuador May 2010 - July 2010

During my studies at San Francisco de Quito University I did an internship at the advertising agency Norlop JWT, as a graphic design. Working together with the art director, we developed newspaper ads and ad campaigns for brands like Pronaca and Aldeas S.O.S.

Skills

· Adobe Illustrator		100%
· Adobe Photoshop		100%
· Adobe InDesign		90%
· Google Adwords		100%
· Google Analytics		100%
· WordPress		90%

Languages

- Spanish native
- English bilingual

Education

- Bau, Design College of Barcelona October 2015 - July 2016

Master
Packaging and Branding Design
Promedio: 9/10 - Excellent

- San Francisco de Quito University January 2007 - December 2011

Major in Advertising
School of Communications and Contemporary arts
GPA: 3.69 - Cum Laude

- Boston University August 2010 - May 2011

Major in Advertising Communications
Exchange Program
School of Communications
GPA: 3.63 - Cum Laude

References

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Portfolio

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