

About me

My name is Anabel Romina Sposato and I'm a Creative Hard Worker, Problem Solver, Original and Funcional Digital and Graphic Designer. I strongly believe that a good design is not only the one that looks nice but it is also the one that is functional and has a reason for being.

Working Experience

April 2014 – March 2016
(2 years) South Ruislip,
London, UK

Graphic Designer | Printerpix

Working within the Marketing department, as a member of the Design team, which is group of designers with different skills and backgrounds.

I was responsible for most of the online marketing such us:

Email Marketing - Creating multiple engaging templates focusing on mobile design to improve the click through rate and get more conversions. We used to run two email campaigns every week and translate them for several countries such us UK, US and 5 within EU.

Landing Pages - Drafting and designing each landing page for every email campaign. Focusing on the customer purchasing experience and minimising the steps to choose, create and buy the product.

Marketing Imagery - Executing top-quality design, such us product images, from concept to delivery complying with Groupon standards. The company works with Groupon and they are present in 7 different countries.

Online Advertisement - Designing and developing micro sites, banners, website images and other marketing material to engage new customers.

PhotoEditing - Retouching product images to enhance the quality of the product templates.

Mock-up Art - Creating different product templates to show their quality and functional use.

January 2012 – June 2014
(2 years 6 months)
Buenos Aires, Argentina

Freelance Graphic and Digital Designer

Working as a Freelance Web and Graphic Designer building website for different clients and shops using mainly HTML and CSS.

March 2013 – December 2013
(2 years 6 months)
Buenos Aires, Argentina

Jr Digital Designer | CONTROL.Z , Identity + Communication Studios

Working within the Design Team. I was responsible for most of the online marketing such us **Weekly HTML Newsletter**, **Landing pages** for different clients, **redesign of two websites** and the preparation of **digital material for fashion campaigns**.

January 2013 – February 2013
(2 months),
Buenos Aires, Argentina

Contractor Digital Designer | Dridco

Working as part of marketing department. I was responsible for maintaining and creating digital marketing materials such us:

Banner for Google Adwords and E-Planning, Newsletter, Landing Pages. and Wordpress.

July 2011 – December 2011
(6 months),
Buenos Aires, Argentina

Contractor Graphic Designer | Zupcat

Working as a member of Art Department developing user Interface for **RaceTown** (Facebook social game). These are some of the tasks that I perform in order to achieve our performance goals: Iconography, Wireframes, Flash animation and Screen interactions.

Education

Courses

Flash CS4 course | Escuela Multimedial da vinci
After Effects CS4 Course | Escuela Multimedial Da Vinci
Photoshop & InDesign Course | UADE
Action Script 3.0 Course | Escuela Multimedial Da Vinci
Action Script 2 y 3 Course | Escuela Multimedial Da Vinci
Fundamentals of HTML Course | Instituto Educación It
CSS & DIVs Course | Instituto Educacion It

University

Universidad Argentina de la Empresa
Degree in Graphic Design, Graphic Design, 7.5

Professional competence

My Skills

I prefer working on online design rather than offline. I always have a particular attraction for functional design. Please have a look at my skills.



Programs

Adobe Creative Suite | Photoshop, Illustrator, Dreamweaver, Indesign, Muse and Flash.
Programs for Coding | Brackets, Sketch and Balsamic.

