

GABRIEL PASTOR MELO

Graphic designer



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Work Permit C

EXPERTISE

- Art Direction & Web Design
- Copywriting
- Branding & Visual ID
- Social Media Management
- Printing Technical Specs | Artwork
- Project Management
- Client Relations
- Presentation Skills

EDUCATION

- Web and Multimedia Design Course - CIS - (300 hours) | 2008
- Master in Marketing and Foreign Trade (ICEX) | 2003 - 2004
- Bachelor in Law and Degree in Business Administration - ICADE | 1997 - 2002

LANGUAGES

- Spanish: native
- English: fluent
- French: advanced (C1 level)

TECHNICAL SKILLS

- Photoshop ★ ★ ★ ★ ★
- Illustrator ★ ★ ★ ★ ★
- InDesign ★ ★ ★ ★ ★
- Keynote / PPT ★ ★ ★ ★ ★
- Social Media ★ ★ ★ ★
- Html ★ ★ ★ ★

PROFILE

Seasoned graphic designer with over 15 years of experience in creating print, digital, and web designs. Proven track record in all aspects of the end-to-end creative process, ranging from concept through execution. Experience working in big agencies, small businesses, NGOs, and for the UN. Client-oriented and problem-solving team player. Ability to adapt quickly to new work environments and to work autonomously and under pressure. High learning capacity. Passionate about art and design, creative forward thinker, music lover, TV geek and avid reader. More info at gabrielpastormelo.com

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER | Geneva

August 2018 - Present

Digital, web and graphic designer for numerous clients in Geneva, like the United Nations, Digital Luxury Group, and eBusiness Institute; providing services in: developing brand identities; designing infographics, data visualizations, and layouts for different media; copywriting and designing social media content; and creating websites in WordPress

GRAPHIC DESIGNER - IMPACT INITIATIVES | Geneva

December 2017- August 2018

- Design and development of a new visual identity for all business units
- Training of national and international staff on data visualization, graphic design and design software (InDesign)
- Management and supervision of the development of the new website

SENIOR CLIENT MANAGER - LANDOR | Geneva

May - December 2017

- Project management from brief to client presentation
- Cross-department coordination and resource management based on workload and project milestones
- Clients: Ariel and Wella Professionals

HEAD OF MARKETING - ZIZZ | Geneva

January 2015 - April 2017

- Definition, creation and implementation of the brand strategy and its visual identity
- Supervision of marketing and social media actions and suppliers (copywriters, SEO, PR & Media)
- Incremented sales by 25% and Social Media Engagement by 250% on 2016

CREATIVE DIRECTOR - STAFF EVENTOS | Madrid, Spain

2014 - 2015

- Management of the Creative Department (5 team members)
- Key player in theme development and creation of innovative ideas
- Responsible for project direction and client presentation
- Clients: Ericsson, L'Oréal, BMW, ThyssenKrupp, New Holland, Mercedes-Benz

MARKETING MANAGER - PRINCESA YAIZA SUITES HOTEL | Lanzarote, Spain

2013 - 2014

- Management of the Marketing Department (3 team members)
- Design, layout and production of the hotel's graphic materials
- Development, implementation and monitoring of the marketing plan

ART DIRECTOR & COPYWRITER - QUUM | Madrid, Spain

2008 - 2013

- Responsible for art direction and copywriting of printed and web materials for all kinds of events
- Project management: supervision of junior designers and vendors
- Clients: Telefónica, BBVA, Santander, FICOD

GRAPHIC DESIGNER - J. WALTER THOMPSON | Madrid, Spain

2006 - 2008

- Creation of logos, packaging and visual identity manuals for clients
- Artwork, photo retouching, and file refinement for printing purposes
- Clients: Rolex, Trina, Telepizza, Visionlab

GRAPHIC DESIGNER - PUBLICIS | Madrid, Spain

2003 - 2006

- Evolution from client service trainee to graphic designer
- Day-to-day client management and weekly comprehensive analysis of clients' brand competitors
- Clients: Survival, British Airways, Turespaña, Sanofi Aventis, Nestlé