

Graphic Design  
Art Direction  
Communication

# LAURA PATALANO

estudiopatalano.com.ar



Graphic designer, art director, and communications professional with over 15 years of experience. I create visual systems that organize how a company thinks and define how it communicates, from the concept to every element that represents it. When design and strategy are aligned, communication is effective.

As a specialist in brand communication development for companies and professionals, I lead complex projects in branding, internal, and external communication: I define, conceptualize, and design everything from how a company presents itself in the market to every element that makes it visible. With AI integrated into the process as an ally—enhancing research, expanding ideation, and accelerating execution—I always ensure that human judgment defines the final result.

I work remotely, based in Germany and Argentina.

## WORK EXPERIENCE

### Art Director & Graphic Designer — Founder

**ESTUDIO PATALANO** · Argentina/Germany (remote) · 2009 – Present

I have been running the studio independently since 2009, working with companies and professionals in Argentina, Latin America, the U.S., and Europe in sectors such as gastronomy and food retail, renewable energy, healthcare, and professional services.

I research, analyze, conceptualize, define strategy, design, execute, and manage:

- Visual identity and branding: naming, brand design and redesign, brand guidelines, and a complete visual identity system.
- Internal communication: news, training, policies, processes, reports, and greetings, via employee websites, newsletters, email campaigns, chat, and HR platforms.
- External communication: brochures, sales presentations, catalogs, corporate stationery, packaging, signage, and corporate presence in offices, websites, and digital assets for campaigns and social media.
- Wix websites: expertise ranging from information architecture to design, development, and implementation.
- Notable clients: 360Energy, Bonafide, Bocana, Atalaya, Roker, among others.

+ [estudiopatalano.com.ar](http://estudiopatalano.com.ar)

@estudiopatalano

### Communication Manager — Graphic Design, Art Direction & Corporate Com.

**360ENERGY** · Solar Energy · Argentina (remote) · 2021 – 2026

- Together with a communications analyst, I led the company's entire internal and external visual strategy and production as the company grew from 30 to over 200 employees and expanded into Brazil, Mexico, Spain, and Italy.
- I developed the complete visual identity system: brand manual, sub-brands, application manual, print and digital materials, and vehicle graphics.
- I designed the spatial identity for solar parks, offices, and hubs: signage, wayfinding, evacuation plans, environmental graphics, and visitor materials.
- I conceptualized, designed, and developed the corporate website from scratch on Wix in three languages (Spanish, English, and Portuguese).
- I produced external communication materials: brochures, sales presentations, presentations on green bonds and negotiable obligations (ON), catalogs, press materials, advertisements, digital content for social media, campaigns, and POP materials for corporate events.
- I designed and maintained the visual identity for LinkedIn and Instagram: feeds, stories, campaigns, and institutional content.
- I conceptualized and produced all of the company's internal communications—including greetings, news updates, training materials, policies, processes, and reports—via chat, newsletters, email campaigns, and HR platforms.
- I organized all onboarding and reference materials for employees, and designed and developed an internal website on Wix that centralizes institutional information, policies, processes, self-management resources, and benefits, replacing scattered documents and becoming a key tool for daily use.

## DATA

📅 26/06/1985. Argentina.

🇦🇷 Pilar, Buenos Aires, Argentina.

🇩🇪 Maikammer, Pfalz, Germany.

📞 +54 9 11 6554 2334

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🌐 [linkedin.com/in/laurapatalano](https://www.linkedin.com/in/laurapatalano)

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## LANGUAGES

### Spanish

Native

### English

B2 (studying for C1)

### German

A1 Goethe Institut (studying for A2).

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### Head of Graphic Design Department

**GRUPO GRÁFICO** · Large-Format Printing · Buenos Aires (on-site) · 2007 – 2009

- I designed large-format graphics for use on long-distance buses, trucks, and storefronts: vinyl graphics, banners, and vehicle wraps.

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### Junior Graphic Designer

**IRRAZÁBAL CREATIVOS** · Events and Exhibitions · Buenos Aires (on-site) · 2006 – 2007

- I developed the visual identity and related materials for events and exhibitions: booths, point-of-purchase (POP) materials, flyers, catalogs, and brochures.

## ACADEMIC TRAINING

**Degree in Advertising Graphic Design** · University of Morón · 2009 – 2012

**Graphic Designer** · University of Morón · 2003 – 2006

### + SUPPLEMENTARY TRAINING

**McKinsey Forward Program** · McKinsey Academy · 2026

**Elements of AI + The Essence of Agile** · University of Helsinki · 2022 – 2023

**Specialization in UX Design** · ITBA · 2021

**Specialization in Digital Marketing** · Digital House · 2019

**IN Program** · Innovation, Technology, Management, and Art · IAE Business School · 2016

### + ADDITIONAL TRAINING

Courses in Photography, Branding, Packaging, Innovation, Glasswork, Marketing, Art History, and Social Media.

## TOOLS

### Design and Production

Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Canva

### Web

Wix

### Presentations and Office Software

PowerPoint · Google Slides · Google Workspace · Microsoft Office

### Collaboration

Figma

### Generative and agent-based AI applied to design

Claude · Midjourney · Gemini · ChatGPT · among others.

## SKILLS

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Graphic design · Art direction · Internal communication · External communication · Visual identity · Branding · Brand systems · Brand consistency · Packaging · Editorial design · Executive presentations · Information architecture · Project management · Strategic coherence · Remote freelance work.

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