



LAURA PATALANO

Graphic Design and Communication
estudiopatalano.com.ar

DATA

📅 26/06/1985. Argentina.

📖 Pilar, Buenos Aires, Argentina.

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PROFILE

Graphic designer specialized in the communication development of brands, not only from the design and aesthetics, but also from the organization of their content, their communication strategy and the way they present themselves in the market.

LANGUAGES

Native Spanish

English B2 (studying for C1)

German A1 (studying for A2).

SKILLS

- . Team organization and leadership. Strategic planning. Art Direction.
- . Comprehensive communications: design + appropriate content writing.
- . Three favorites: Adobe Illustrator + Photoshop + Wix Sites.

WORK EXPERIENCE

ESTUDIO PATALANO

2009 - Present. **Founder.** Graphic design, art direction and communication consultancy, focused on branding, visual systems and comprehensive communications support.

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360 ENERGY.

2021 - Present. **Communication Manager.** Comprehensive graphic design for the company. Technical and creative art direction for branding projects, websites, and other communication channels, for internal and external campaigns and communications. Remote.

GRUPO GRÁFICO.

2007 - 2009. **Head of Graphic Design Department.** Large format graphics design. Del Viso, Buenos Aires, Argentina.

IRRAZÁBAL CREATIVOS.

2006 - 2007. **Jr. Graphic Designer.** Graphic design for stands, websites and institutional pieces. Don Torcuato, Buenos Aires, Argentina.

ACADEMIC TRAINING

2009 - 2011. Universidad de Morón, Buenos Aires, Argentina.

GRAPHIC DESIGN ADVERTISING DEGREE

2003 - 2006. Universidad de Morón, Buenos Aires, Argentina.

GRAPHIC DESIGN

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2021. ITBA, Buenos Aires, Argentina.

DISEÑO UX

2019. Digital House, Buenos Aires, Argentina.

DIGITAL MARKETING

2016. IAE Business School, Buenos Aires, Argentina.

INNOVATION SPECIALIST. IN PROGRAM.

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ADDITIONAL TRAINING. AI, Agile, Coursera Google, Professional Photography, Branding, Packaging, Innovation, International and Latin American Art History, Social Media, Window Dressing, and more.