

Graphic Design
Art Direction
Communication

LAURA PATALANO

patalano.design



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 Spain and Argentina.

WORK EXPERIENCE

Art Director & Graphic Designer — Founder

PATALANO DESIGN · Argentina/Germany (remote) · 2009 – Present

I have been running the studio independently since 2009, working with companies, startups and professionals in Argentina, Spain, the rest of Europe, and the U.S. in sectors such as gastronomy and food retail, renewable energy, hospitality, 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.
- Projects in sectors such as gastronomy and food retail, renewable energy, healthcare, and professional services, for clients in Argentina, Spain, the rest of Europe, and the U.S.

+ <https://patalano.design>

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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 and pitch decks, 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

 Born in
Buenos Aires, Argentina.

 Currently living in
Málaga, Spain.

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LANGUAGES

Spanish

Native

English

B2 (studying for C1)

German

A1 Goethe Institut (studying for A2).

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.

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

Design and Collaboration

Figma

Web

Wix (<https://es.wix.com/studio/community/partners/laura-patalano>)

Presentations and Office Software

PowerPoint · Google Slides · Google Workspace · Microsoft Office

Generative and agent-based AI applied to design

Claude · Midjourney · Gemini · ChatGPT · among others.

SKILLS

Graphic design · Art direction · Internal communication · External communication · Visual identity · Branding · Brand systems · Brand consistency · Wix Partner · Packaging · Editorial design · Executive presentations · Pitch deck / Presentation design · Design critique & evaluation · Information architecture · Project management · Strategic coherence · Remote freelance work.