

SONIA RODRÍGUEZ PRADILLOS

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PROFESSIONAL_KEYWORDS

Graphic Design
Art Direction
Web Design
Publishing (Books /E-books, Pitch Decks)
Congresses, Retail, Car-wrapping
Print and postproduction
Packaging, Merchandising & Large Format

PERSONAL_KEYWORDS

Enthusiastic and communicative
Creative and trend seeker
Practical and decisive
Self-taught and fast learner
Ready to face new challenges
Participatory and easy-going
I face problems with good humor
YES to the competitiveness of the company
NO to the competition between colleagues

DESIGN_SOFTWARE_&_APPS

USER LEVEL

Photoshop
Illustrator
Indesign
Adobe Acrobat Pro
WordPress / Woocommerce
Canva Pro

KNOWLEDGE

Figma (Learning)
Sketch
*Premiere
*AutoCad
*Autodesk 3D-Max
After Effects

WEB

Wordpress /Woocommerce
Elementor /Divi
Filezilla FTP
Html/Css (Knowledge)

(*) Update would be necessary due to deprecation

COVER LETTER

Hi my name is Sonia! With this cover letter added to my cv, you can get to know me better.

As I detail below, I've carried out various tasks within the graphic sector, emphasizing that in recent years I have worked remotely from Spain as Senior Designer being part of Marketing Teams in companies sited in Ireland and the United States.

My clients come from different sectors (science and technology, software engineering, B2B, publishing, retail, short-term rentals, Airbnb, etc.) encompassing different specialties, such as branding strategy, logotypes, advertisement, including special formats, both in merchandising, packaging, and large format for street furniture or car-wrapping. In online design, I've created landing pages, business sites and also WooCommerce, interactive presentations, social media publications, and several campaigns. I conclude this part by commenting that I'm also used to deal with customers and suppliers; (printers in general), so I know this area too.

I consider myself a responsible and self-taught person, with experience working by objectives. Now, I am looking to offer my experience to a company that might need my services as a multidisciplinary designer although I am also available for other professional collaborations remotely; either being part of Marketing Teams inside any company or other Design Studios, with national or international clients or stakeholders.

Due to my condition as a freelancer, I have all the necessary tools to develop my work including my private server, so I do not close the possibility of offering my resources if you need them.

I hope this helps with my introduction, having the possibility of your consideration as a possible candidate for your team, and if so, schedule a personal interview or video call. In advance, thanks for your time.

Sincerely,
Sonia Rodríguez

DESIGN_SECTOR_TASKS REVIEW

CV

- Branding & Strategy. Corporate identity, style books, slogans, packaging, merchandising.
- Design and layout of books, ebooks, catalogs, flyers, brochures, interactive pdfs, etc.
- Large format: showrooms, shopping centers, street furniture, totems, car-wrappings, etc.
- Collaboration in marketing strategies for retail decoration.
- Final arts and direct relationship with post-production services and printers.
- Professional websites and woocommerce made in Wordpress (Elementor, Divi)
- Landing pages and others (remarketing opt-ins) with Clickfunnels
- Graphic content for marketing campaigns (printed and online) including emails.
- Presentation of finished ideas and concepts to clients, managers and stakeholders with Powerpoint, Keynotes, Google Slides, as well as interactive Pitch Decks.
- Templates creation from Canva Pro, or imported from other Adobe Creative Cloud programs.
- Adaptability of corporate stationery and other elements to formats for Google Drive users.
- Storage strategy and archives location using Playbooks and other backup services, including own Nas-Server.
- Strategy and design of profiles and professional pages for Instagram, Facebook, etc.
- Video covers for Youtube, TikTok, and other channels like Apple Podcasts and Spotify.
- Task management and prioritization in ClickUp and Monday.
- Sketch and Figma knowledge

DESIGN!

LANGUAGES

English: Fluent C2

Irish residence + US Remote work
+ Trinity College Certificate. (Total ≥ 7 years)

Italiano: Avanzado B2

Italian residence + Istituto Italiano di
Cultura Certificato. (Total ≥ 3years)

OTHER PROGRAMS

Microsoft Office y Open Office
(Word / Excel / *Access / Power Point)

Google Drive / Slides / Docs.

Tasks manager:

(Click Up, Monday & Toogl)

Live communications

(Slack, Zoom, or similar)

Web server Back_End (Hostinger, Cdmon)

Server Manager (DS Synergie)

GOOD TO KNOW

Interested in: Labor Contract

Preference: Remote/Hybrid

Availability: Immediate

Ok. punctual displacements

Own computer equipment: Yes

Good Internet connectivity

Own server: Yes

Driver's license: Yes

CURRENTLY

Unemployed. My intention is to work
remotely as employee, but I also
consider other external collaboration or
co-working, as freelancer.

BONUS TRACK

Take a look at my site to check my portfolio
and more info about me. [Click the button
below](#) and let me know if you like it.

Thanks!

[The_IngStudio \(English Version\)](#)

DESIGN_EXPERIENCE_OFFLINE/ONLINE

2021-2023: Senior Graphic Designer - Art Direction.

Sector: Airbnb, Short-term Rentals. **Overnight Success** (San Diego, Las Vegas. USA).

2016-2021: Senior Graphic Designer - Art Direction.

Sector: Software development B2B. **Herbst Software** (Dublin, Ireland).

2013-2014: Graphic Designer (Online-Offline).

Sector: Marketing and Social Media. **Studio Made the Agency.** (Ibiza).

2010-2013: Graphic Designer (Online-Offline).

Sector: Brand Strategy and Design Services. **A2 Colores Studio.** (Madrid)

2008-2010: Image Designer and Retail Design Assistant.

Sector: Fashion and Retail. National chain of fashion stores **Blanco.** (Madrid).

2007-2008: 3D Graphic Designer Assistant.

Sector: Publicity and Urban Design. **SPI Group** (Madrid).

PREVIOUS_EXPERIENCE: OTHER_SECTORS

2000-2003: Administrative and Production Assistant.

Sector: Editorial / Newspaper. **Periódico El Mundo.** La Esfera de los Libros (Madrid).

2001-2002: Franchise Service and Technical Support Operator.

Sector: Telecommunications. **Telefónica Movistar** (Madrid).

2000-2001: Administrative and HR Manager Assistant.

Sector: Site works. Public constructions. **Dragados & Construcciones.** (Madrid).

1999-2000: Administrative - Receptionist.

Sector: Photographic Equipment. **Kodak** (Madrid).

1997-1998: Administrative and Manager Assistant.

Sector: Fashion / Retail. **C&A** (Madrid).

1997-1997: Marketing Operator Agent.

Sector: Education. English courses. **BBC Call-Center.** (Madrid).

1996-1997: Administrative Assistant.

Sector: Stage's engineering. **Técnicos Iluminación e Ingeniería Escénica** (Madrid).

MASTERS_ & PROFESSIONAL_ADVANCED_COURSES

Web Designer Front-End.

TRAZOS. Professional Institute (Madrid).

3D Animation Master (Digital and Non-Linear Post Production).

CICE. New Technologies Professional High School (Madrid).

Autocad y 3D Modeling.

Politécnica University (Madrid).

Editorial. Layout Design (offline-online)

C.P.F.S. Professional College, Fondo Social Europeo (Madrid).

COMPULSORY_EDUCATION

Graphic Design Bachelor's Degree.

E.S.D. IED Istituto Europeo di Design (Madrid, 2002-03 / Rome, 2003-04).

FPII Management Assistant.

C.P.E.S. Bilingual Professional High School Isabel La Católica (Madrid).

FPI Administration Assistant.

C.P.F.P. Academic & Professional Trainee. High School Afuera-II (Madrid).

Basic/Secondary and High Shool.

C.E.I.P. School Vázquez de Mella / I.E.S College Santa Teresa de Jesús (Madrid).