



Malú Granada / Graphic Designer

#313 - 8675 French ave. - Vancouver, BC - V6P 4W5

Messages: (604) 738-3193

Contact: mgranada@telus.net

PROFILE

- *8+ year experience designing within high profile design companies and within my own business.*
- *Solid background in Design theory, Typography and Morphology.*
- *Excellent proficiency in Adobe Illustrator, Photoshop, Indesign, Acrobat Professional, Macromedia Dreamweaver, Flash, Fireworks, HTML, CSS, simple Javascript, QuarkXpress and Corel Draw. Quick at learning new software.*
- *4 year degree in Graphic Design (Communications).*
- *Self-motivated by inborn passion for all things Design, Super Detail oriented, and an Excellent Team Player.*

RELEVANT EXPERIENCE

BRANDING

- Created more than 10 corporate and product Brands with accompanying Visual Systems. Redesigned Brands.
- Designed and produced Brand User Manuals.
- Formulated the digital version of Brands and Visual Systems to be used on the Internet, Intranet and software products.

INTERNET

- Planned corporate and product online strategies based on clients' needs and goals.
- Designed and developed web sites from conception to completion (Including navigation menus, Shop cart features, animated presentations and banners).
- Created stunning imagery for the web.
- Settled online editorial standards for articles publication. Conceptualized and designed online and offline flash multimedia presentations.

INTRANET

- Designed Intranet interfaces for Lotus Domino (Including visual elements such as headers and icons).
- Complemented programmers' work designing intranets for renown clients like Gillette and BTO.

SOFTWARE

- Conceptualized and designed state of the art software interfaces, applying information flow principles and guaranteeing a user friendly experience.
- Designed collateral graphic elements such as loading screens, menus and button instances.
- Designed software packaging from conception to completion.

PRINT (CORPORATE / ADVERTISING / POP / EDITORIAL / PACKAGING)

- **Packaging:** Designed more than 15 compelling packaging pieces for the Sports and Entertainment (NFL, NHL, MLB, Nascar), Food and Software industries. Prepared packaging originals and followed production in-situ and abroad (China).
- **Corporate:** Designed and followed production of corporate and product brochures, commercial stationery, POP, advertising, corporate greeting cards, signs and calendars.
- **Editorial:** Designed editorial pieces including product catalogues, annual reports and magazines. Designed series of textbooks, including covers and interiors, settling editorial guidelines. Collaborated with content writers on information design.
- **Pre-press follow-up:** Prepared (or else supervised accurate preparing of) pre-press files and originals and supervised printing process of all of the above.



Malú Granada / Graphic Designer

#313 - 8675 French ave. - Vancouver, BC - V6P 4W5

Messages: (604) 738-3193

Contact: mgranada@telus.net

WORK HISTORY

TIO Networks Corp. / Payment Networks June 15th 2006 – Sept 15th 2006
Senior Designer. POP (Posters, Brochures, Signage), Websites, Flash, Advertising, and translation services.

Image Innovations Inc./ Sports & Entertainment Marketing - Vancouver, BC July 2003 - March 2005
Art Director / Designer of Packaging, Web sites, Promotional pieces.

Graphic Design for clients and freelancer - Buenos Aires, Argentina and Vancouver, BC. 1998 - Ongoing
Art Director / Designer of Web sites, Packaging and Labels, Printed media advertising,
POP material (signs, brochure, posters), Imagery, Branding, Magazines, Corporate brochures.

Workflow Development / I-Net solutions - Buenos Aires, Argentina - www.workflow.com.ar 2001
Lead Designer - Intranet applications

Cassisi Bouzon & Assoc. / Design studio - Buenos Aires, Argentina - www.cassisibouzon.com.ar 1998-2000
Lead Designer - Branding, Corporate brochures, Annual reports, promotional pieces,
Advertising, calendars, web sites.

Eco / Advertising agency - Buenos Aires, Argentina 1999
Lead Designer - Corporate brochures, Editorial series of textbooks.

Kampelmacher & Assoc. / Advertising agency - Buenos Aires, Argentina 1997
Designer - Tourism industry

TECHNICAL PROFICIENCY

Macromedia Studio 8: Flash / Dreamweaver / Fireworks

Adobe Creative Suite 2: Photoshop / Illustrator / Indesign / Acrobat

QuarkXpress / CorelDraw / Pagemaker

HTML, JavaScript, CSS.

Others: All kinds of Text processors, photo and OCR software, scanners and digital cameras.

EDUCATION

• **Graphic Design degree** (4 year degree) 1994 - 1997
Buenos Aires University - Buenos Aires - www.fadu.uba.ar
Core courses: Graphic Design, Typography, Morphology, Photography, Art history,
Expressive media, Editorial Design, Design for Advertising, Design for Education, Marketing.

• **Marketing for Architects and Designers seminar** - Buenos Aires University - Buenos Aires. 1998

VOLUNTEERING

• **3H Craftworks / Hand-crafted toys** - Vancouver, B.C.
Volunteering in product preparation and assembling 2002

• **Fundatal / Thalassaemia Foundation** - Buenos Aires, Argentina
Created the first version of institutional web site. 2001

• References available upon request.