



Information



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 Date of birth: 02. 03. 1976
 Nationality: French
 Work visa: C-Permit

Languages

French: Mother tongue
 English: Full professional proficiency
 Spanish: Full professional proficiency

Skills

Software

*** Adobe Photoshop
 *** Adobe Illustrator
 *** Adobe Indesign
 *** Wordpress (Page Builder, Elementor...)
 ** After Effect

Languages

*** Html 5
 *** CSS3

Platforms

*** Marketo
 ** Hubspot
 *** Unbounce

Graphic & Web Design

Isabelle Valera

VALERA GRAPHIC DESIGN

Graphic Designer with 15 years of experience, currently working freelance, based in Zürich, Switzerland. I'm looking to work in a culture where I can express myself in a creative team environment.

I have extensive experience in graphic design and web design and have recently returned to illustration. I'm proficient in Adobe Creative Suite and my skill-set includes html, css, wordpress, video editing, social media design, ability to work in platforms as Marketo, Hubspot or Unbounce on several projects simultaneously.

Work Experience

May 2020 - March 2023

Graphic Designer (Freelance)

- Digital design: New brand adaptation for the landing pages, emailings, linkedin posts, google slides, webinars for avrios.com.
- Wordpress design/maintenance: for pipsy.ch, immo-advisors.ch, diane-rouzier.fr
- Brand design: logos creation for Real Estate, Engineering, Coach

Nov. 2019 - May 2020

Graphic Designer Marketing (Employee)

Avrios International AG, Zürich, Switzerland

www.avrios.com

Print documents:

- Flyers, brochures, catalogs, booth, backwall, ebooks, documents.

Digital campaigns:

- LinkedIn banners and visuals, Facebook banners, Instagram visuals, responsive landing pages using platforms including Hubspot, Unbounce and Marketo.

Website updates:

- Update and creation of new pages on the Wordpress website for internet presence.

Brand ambassador:

- Established company brand guidelines including detailed 80-page brand guide handbook, 20-page summary, coordination of photo shooting for entire company, and presentation to management team.
- Edition of videos customers with After Effect and lead the motion designer from an external agency.

Skills: Print and Digital, websites, design, global communication

Nov. 2018 - Nov. 2019

Graphic Designer Marketing (Freelance)

Avrios International AG, Zürich, Switzerland

www.avrios.com

Print documents:

- Flyers, brochures, booth, backwall, ebooks

Social Media:

- Banners and visuals LinkedIn, Facebook, Instagram.

Video edition:

- Video customers.

Skills: Print and Digital, websites, design, global communication

Work Experience (continued)

Nov. 2016 - Nov. 2018
Graphic Designer and Illustrator
 Valera Graphic Design, Zürich, Switzerland (Freelance)

Branding projects, conception and realization Print and Web, Illustrations publication for a book and a newspaper.

Skills: Print and Digital design, websites creation, global communication, traditional and vectorial drawing

Sept. 2007 - Nov. 2016
Graphic Designer,
 Eltitec, Lyon, France

Layout of automatized Catalogs, Graphic and Web Design, Html, Css. Clients relational for industrial, medical and auto. (Siemens, J&Johnson, Parker...)

Skills: Print and Digital design, websites creation, global communication

Sept. 2005 - Sept. 2007
Graphic Designer,
 Valera Graphic Design, Lyon, France (Freelance)

Branding projects, conception and print realization: posters, flyers, business card.

Skills: Print and Digital design, websites creation

Education

Sept. 2005 - Sept. 2007
AFPA, Lyon, France:
 Agence nationale pour la Formation Professionnelle des Adultes
 Certificate, Interactive Design, Multimedia and Graphic Design.

Jan. 2001 - June 2001
AFIP, Lyon, France:
 Ecole Privée d'Enseignement Supérieur et Centre de Formation d'Apprentis
 Certificate, Graphic Design.

Sept. 1998 - June 1999
SEPR, Lyon, France:
 Société d'enseignement professionnelle du Rhône
 Certificate vocational training (CAP), Painting and Graphic Design.

Sept. 1996 - Sept. 1998
ESAC, School of Arts, Pau, France:
 École Supérieure d'Art des Pyrénées
 Master (Diplôme national supérieur d'expression plastique), Graphic Design and Multimedia.

Selected Projects - Logos, landing page, booth, packaging, book illustration

