

Laura Rico

Graphic Designer

[LinkedIn Profile](#)

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Young creative from Barcelona driven by **innovation and creativity**, with a base in advertising and marketing. A creative soul eager to learn about literally anything and everything. **A design fanatic, colour lover and typography enthusiast.**

SKILLS & TOOLS

- Advanced Adobe Creative Cloud (Illustrator, Photoshop, After Effects, Premiere Pro & InDesign)
- Figma & Procreate
- UX Experience
- Project Management & Leadership
- Newsletter design & Mailchimp experience
- Sprout Social knowledge

PROFESSIONAL CERTIFICATES

- Advanced Adobe Photoshop course (Domestika, 2022)
- Adobe Illustrator for Advanced Illustration (Domestika, 2022)
- Food Styling and Photography for Instagram (Domestika, 2022)
- Advanced Adobe Illustrator course (Skillshare, 2021)

LANGUAGES

- Spanish: native
- Catalan: native
- English: proficient (IELTS 7.5)
- Korean: intermediate
- German: beginner

EXPERIENCE

Glovo App (May 2022 - currently)

Graphic Design Intern

- Created graphic assets, both static and in motion, for all social media channels (videos, animations, logos, stickers, presentations, infographics...).
- Designed toolkits and booklets of different projects to share with the local markets.
- Collaborated with Public Relations and Communication professionals to discuss content ideas and ensure the brand vision was accurately expressed.
- Acted as an Editorial Project Manager to supervise the content workflow of all the social media channels.
- Helped boost the brand image, increase the social media engagement and followers by developing a deep understanding of the online social ecosystem.
- Increment of personal and professional communication and organization skills, as well as attention to detail and capacity of finding solutions in a fast-paced work environment.

SIMON Holdings (February 2020 - July 2021)

Digital Content Manager

- Planned and designed online content to be published in both the corporate website and the blog.
- Managed the Spanish and international websites on a daily basis.
- Acted as a Community Manager and helped the brand gain online presence, hundreds of followers and increased customer satisfaction.
- Formulated ideas and strategies for new products, as well as marketing plans and advertising campaigns for the promotion of them.

Mindshare (WPP Group) (October 2018 - April 2019)

Media Agency - Account Department Intern

- Generated reports on Excel and PowerPoint to analyze competition, target markets and demographics and come up with a fitted media plan.
- Acted as a Media Manager and ensured the client's media plans were executed.
- Mastery of SEO tools and programs such as Kantar Analytics and InfoAdex.

EDUCATION

UOC - Universitat Oberta de Catalunya 2022 - 2023

Master degree in Graphic Design, Visual Identity and Brand building

ESERP Business School 2016 - 2021

Bachelor degree in Advertising, Marketing and Public Relations (Final Thesis GPA 4.0)

PUSAN NATIONAL UNIVERSITY (부산대학교) 2021 - 2022

Korean Language Training