

Curriculum vitae

Adriano Latorre

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Overview

About me

In love with new media and deeply interested in communication, design and technology.

I feel at home working in a team with agile methodologies. I have an analytical profile and an instinct for synthesis. I am imaginative, curious and always willing to learn.

My portfolio is available at adriano.latorre.info.

Professional skills

- Web architecture, information and interaction design.
- User experience, usability and web accesibility.
- Copywriting.
- Web design.
- Video and sound editing.

Languages

Spanish	Native
Catalan	Native
English	Full professional proficiency

Work experience

March 2014 – Today	<p>Spines</p> <p>Web architecture Copywriting User experience Interaction design Graphic design Web design</p>	<p>Spines is a startup developing an application to help educational institutions, companies and people to build deep and lasting knowledge.</p> <p>Using agile methodologies in a self-organized team, I have helped to build the user experience and the design, functionality and appearance of both the application and the Spines website. I have also been in charge of writing—in Spanish and English—most of the Spines message in a multitude of web pages, blog articles, publications in social media and in <i>Conexiones</i>, the Spines newsletter.</p>
September 2009 – January 2014	<p>Arista Barcelona</p> <p>Web architecture User experience Copywriting Web design</p>	<p>Regular collaborator in brainstorming sessions to generate campaigns and creative concepts and consultant for the social media strategy of clients such as Nissan, SEAT, Oxfam Intermón, Ajuntament de Barcelona, Caprabo, Danone Yoghourtería, Dentaïd, Iris Barcelona and Autopistas.</p>
September 2007 – August 2009	<p>Freelance</p> <p>Web architecture Copywriting Web design</p>	<p>Independent consulting, web architecture, copywriting and web design for clients such as Médicos Sin Fronteras and Gnoss.</p>
March 2000 – July 2007	<p>httpcomunicació</p> <p>Web architecture Copywriting Web design Multimedia development Video editing</p>	<p>Website and interactive CD developer in the early years. Gradually, I grew more interested in web architecture and copywriting.</p> <p>Regular participant in brainstorming sessions and responsible for projects from beginning to delivery.</p> <p>Clients: Abertis, Grupo Husa, Médicos Sin Fronteras, Oxfam Intermón, Arsys, Piensa Solutions, butxaca, Querida Carmen, Buff, Cibernàrium, Barcelona Activa and many more.</p>
October 1997 – February 2000	<p>Freelance</p> <p>Copywriting Web design Multimedia development Video editing</p>	<p>First freelance professional projects and stable collaborations with companies such as MDK Servimedia and Spectra.</p>

Education

September 1997 – August 2001	Multimedia Graduate at Universitat Oberta de Catalunya.
September 1996 – August 1997	Multimedia master's degree at Universitat de Barcelona – Les Heures.
September 1994 – August 1996	Philology and Linguistics at University of Barcelona.

Contact

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