



aartgood.com  
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**Baldoceda Alexandra**  
Graphic Designer  
Since 1995

# Hola!

Hi! I'm Ale Baldoceda from Lima, Perú. I'm 24 and i'm passionate about graphic design.

I really enjoy involving in different projects to find an excepcional visual solution creating brand experience with a significative impact.

I'm interested in social networks and the positive role that it plays in the society. Brand identity and editorial design..

## Experience

**Colegio Newton College - La Molina**  
Marzo - Abril 2016  
Photography

**Agencia Noviembre - Miraflores**  
Designer Graphic  
Comunnity Mannager

**Rustica - Breña**  
2016 - 2017  
Designer Graphic - Freelance

**Salsa Agency - Miraflores**  
2018-2019  
Designer Graphic

## Education

**C.E.Pq. María de la Providencia**  
Primaria / 2002-2007

**C.E.Pq. María de la Providencia**  
Secundaria/ 2008-2012

**Instituto de Publicidad , Diseño y Marketing / Leo Design**  
Duración: 3 años  
Egresada - Diseño Gráfico Publicitario



## Awards

**Agency: Salsa**

**Brand: Huevos La Calera**  
“Con Huevos al Cole”

**- Festival de la Publicidad Independiente - Rosario**  
2018

**- Premios Latam Digital - Bogotá**  
2018

**- WINA-World Independent Advertising Awards - Los Angeles,Ca**  
2018

## Software

**Adobe Illustrator**  
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**Adobe Photoshop**  
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**Adobe InDesign**  
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**Adobe After Effects**  
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**Adobe Premiere**  
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