



# Clara Tudela

## Digital Designer

I have over 5 years experience working for digital agencies in London. I've done some solid work on product and platform design as well as campaigns. I studied a BA in Fine Arts in Barcelona, which turned me into a scamping-first designer. Concepting is what drives my work; I love creating visual systems for brands and campaigns - in which I usually find a way to use my illustrations. I'm a team player and enjoy working with talented, passionate people.

### **Google, Brand Studio**

11/2015 - 12/2015

Senior Visual Designer

Working on the immersive experience of the Performing Arts project, similar to Inside Abbey Road. From designing the website to art directing the videos. Working alongside the Creative team at Brand Studio and coordinating the build and video production with embedded agencies such as Stink Digital and Akqa.

### **Wolff Olins**

10/2015 - 11/2015

Senior Visual Designer

Leading the concepting and visual direction of an in-class experience for Virgin Active spinning class. Working alongside UX director to define the user journey, screens and interactions, while implementing the Brand Identity defined at Wolff Olins to the digital experience.

### **Poke**

06/2015 - 09/2015 (4 months)

Senior Visual Designer

Leading the concepting and visual direction of a Google project, presenting to the client and taking care of all the stages from creative concepting to final executions. Reporting to Founder Nik Roope and Head of Design Ron Siemerink.

### **This Place**

01/2015 - 05/2015 (5 months)

Senior Visual Designer

Leading the visual direction of a number of confidential projects, including mobile and tablet apps, e-commerce and responsive websites. Working alongside Creative Director Chloe Kirton to define and execute the look and feel, as well as create illustrations, style photography and iconography.

**R/GA**

12/2012 - 12/2014 (2 years)

Senior Visual Designer

Working as a lead designer on the Google account for more than a year. My role in the projects above included responsive platform design, campaign concepting, creation of illustrations, editorial layouts for books and magazines, art direction of imagery and image sourcing, briefing tech and QAing build, presenting to the client, creation of guidelines. Before that, I worked on projects for Heineken, Unilever and Turkcell. I started as a Midweight Designer and got promoted to Senior after a year.

**AnalogFolk**

03/2012 - 12/2012 (10 months)

Creative Digital Designer

Working on projects for Seat, Malibu, Desperados, Ernst&Young and Fris Vodka. I was responsible for the designs and creative route presented in Fris Vodka pitch, which we won. After that, I was the lead designer on Fris Vodka and responsible for their website and facebook campaign.

**Syzygy London**

07/2011 - 03/2012 (9 months)

Junior Digital Designer

Working on projects for Green&Black's, Mazda, Avis, AutoVista and McArthurGlen. Working in all stages of the project, from concepting to final layouts. I was responsible for the creative route presented on Green&Black's pitch, which we won. I then had the chance to own the project as a lead designer, developing the look and feel across all the pages of Green&Black's website and art directing the photo shoot.

**Unit9**

01/2011 - 05/2011 (5 months)

Freelance Visual Designer

Working in digital projects for Fruit Shoot, Suave, Stella Artois (awarded FWA site of the day) and John Lewis (awarded FWA site of the day and Silver Rich Media Banner at IAB Creative Showcase). Projects included Facebook apps, experiential sites, digital interactive films, rich media banners and gaming sites.

**SVI Design**

03/2011 - 04/2011 (2 months)

Freelance Graphic Designer

Working in editorial and branding projects alongside IED Professor and award winning Sasha Vidakovic. Working with such a talented Director allowed me to learn quickly and participate in beautifully crafted design solutions.



## **EDUCATION**

### **BA Honours degree in Fine Arts**

09/2004 – 06/2008 (5 years)

Universitat de Barcelona

Specialised in Graphic Design. As per Spanish University Curriculum, the degree was divided in 2 years of generic subjects, 2 years of the chosen speciality subjects and 1 year of Final Project - dedicated to a Brand Identity project for a Cuisine Festival.

## **LANGUAGES**

### **Spanish**

Native - bilingual proficiency

### **Catalan**

Native - bilingual proficiency

### **English**

Full professional proficiency