



# 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 Fine Arts in University of 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.

### **Poke**

June 2015 - September 2015 (4 months)  
Senior Visual Designer

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

### **This Place**

January 2015 - May 2015 (5 months)  
Senior Visual Designer

Leading the user experience and 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**

december 2012 - january 2015 (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 Desinger and got promoted to Senior after a year.

**AnalogFolk**

march 2012 - december 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**

uly 2011 - march 2012 (9 months)

Junior Digital Designer

Working on projects for Green&Black's, Mazda, Avis, AutoVista and McArthurGlen. I worked in all stages of the project, from concepting to final layouts, participating in the deliverables for pitches. 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**

january 2011 - may 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, Flashtalking Campaign of the Month 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**

march 2011 - april 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.

portfolio [www.claratudela.com](http://www.claratudela.com)

linkedin [www.linkedin.com/pub/clara-tudela/13/57a/8b2](http://www.linkedin.com/pub/clara-tudela/13/57a/8b2)

email [claratudela@gmail.com](mailto:claratudela@gmail.com)

phone 07952216979