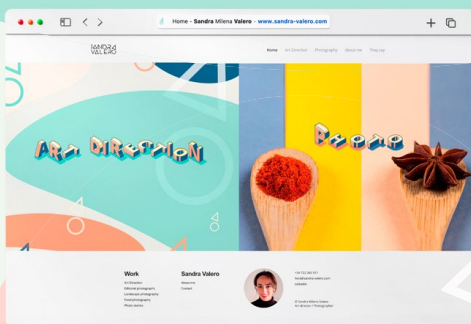




SANDRA VALERO

Art Director + Photographer

www.sandra-valero.com



I'm an Art Director, a responsible, creative, strategic professional, with initiative and punctuality. I have leadership skills and the ability to work as part of a team, achieving productivity goals with them.

I have the ability to generate strategies, concepts, ideas and to develop them graphically in order to achieve impressive results in an advertising campaign.

I have been working for several years on my own endeavour - Red File Studio -along with a motion grapher. At Red file Studio I am in charge of the art direction of the projects as well as the management and organization of the team and clients.

I would love to be part of your projects!

Skills

- Design ● ● ● ● ●
- Art direction ● ● ● ● ●
- Photo/ retouching ● ● ● ● ●
- Vector illustration ● ● ● ● ●
- Management and teamwork ● ● ● ● ●

Software

- Illustrator
- Photoshop
- Indesign
- Lightroom

Interests



Education

- **Publicist - Emphasis on Creativity**
Central University - Colombia
2006
- **Photographer**
EFTI | International Center
of Photography and Film - Spain
2013
- **Fashion photographer**
Course at Too Many Flash - Spain
2013
- **Lighting in photography**
Course at Too Many Flash - Spain
2013
- **Inglés B2**
Course at Jesus Maestro - lenguaje school
Maestro - Spain
(Ongoing, online tutoring)
- **Strategic management and marketing
in project management**
Online course - Confemetal Fondation
Spain 2020
- **Digital marketing and social media**
Online course 2021- Spanish Red Cross
- **Constant Updates**
I'm always on the search for new
techniques and software at **Domestika.org**

Experience

- **ART DIRECTOR - RED FILE STUDIO**
(Actuality)
Projects for brands such as: Caixa bank, Iveco,
Segur Caixa Adeslas, Enel, Catalana de Seguros,
Repsol, Uk Embassy in Madrid, among others.
- **FREELANCE - ART DIRECTOR - PUBLICIS EMIL**
(February-April 2020)
Brand Smart- Mercedes Benz
- **FREELANCE - ART DIRECTOR - PUBLICIS**
(October - November 2021)
Publicis - Carrefour
- **RETOUCHER - INSTANTÁNEA &
TOMAPRIMERA**
(April 2014 - September 2016).
Editing and retouching of wedding reports,
album layout. Design of graphic pieces.
- **ART DIRECTOR - TOO MANY FLASH**
(October 2013 - September 2015)
In-house art direction and graphic and branding
consultancy for participants of the
entrepreneurship project of the
entrepreneurship project "La Lanzadera".
- **ART DIRECTOR - REPÚBLICA
INDEPENDIENTE**
(June 2012 - January 2013)
Projects for brands such as: Bolsa de Valores
de Colombia, Colombia Capital, Congruppo,
Carulla, Hershey's and Procter & Gamble.
- **ART DIRECTOR - LOVE ONE**
(August 2008 - May 2009)
Projects for brands such as: Cream Helado,
Toyota, Huggies, Renault.
- **GRAPHIC DESIGNER - NEWSPAPER
EL ESPECTADOR**
(August 2007 - January 2008)
Projects for brands such as: El Espectador,
Cromos Magazine and Shock Magazine.

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VALERO