



TERESA CARNÉ

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2501 Q St, NW #B11 | Washington, DC

US Green Card Holder

PROFILE

Art director & Senior Designer

or in other words: a thinker, maker, typographer, logoer, doer, drawer, brander and fun haver with 8 years of experience.

With an interest in branding strategies, cause-related advertising and progressive causes, Teresa was part of the Latino Paid Media team for the Biden-Harris campaign, and helped create digital ads for numerous clients and non-profits during the 2020 cycle. Her work is guided by a strong confidence in design as a problem-solving tool.

KEY SKILLS



Adobe
Illustrator



Adobe
InDesign



Adobe
Photoshop



Adobe
After Effects



Branding



Illustration



Digital
Advertising



Web
Design



Print and
Production



Organization
and Time
Management



Problem
Solver



English
Spanish

EDUCATION

MA in Museum Innovations

Miguel de Cervantes European Univ. | Ongoing

Experience Design

University of the Arts London | 2019

Motion Graphics Master's Degree

Trazos Digital School | 2013

Graphic Design Bachelor's Degree

BAU, Design College of Barcelona | 2012

EXPERIENCE

Art Director

NP Agency Aug 2020 - Today Washington, DC

- Responsible for managing, inspire and mentor the design team to create and deliver engaging and innovative work that meets the expectations of our clients.
- Supervising all aspects of design development for deliverables ranging from campaign key art and out-of-home executions to social media graphics, digital advertising, mail pieces, websites, reports, infographics, documents, and presentations.
- Present concepts in fully-produced pitches to the internal team as well as outside clients and partners.
- Responsible to track design requests to ensure timely deliveries and high quality work.

Freelance Sr. Graphic Designer

3a Design Dec 2019 - Today Washington, DC

Freelance Sr. Graphic Designer

National Geographic Sep 2018 - Jan 2019 Washington, DC

- Creation of illustrated maps and typographic title treatments.

Sr. Graphic Designer

Howard+Revis Design Feb 2017 - Aug 2018 Washington, DC

- Development of concepts, design aesthetics, moodboards, type hierarchies, icon design, branding and client presentations.
- Design directions and exhibit planning for museums and visitor centers, from sketches to production and final implementation.
- Managed workload and creative projects effectively from concept to completion with multiple rounds of revisions.
- Supervised all graphic materials and productions in order to ensure the quality and accuracy in the design.
- Proposed and designed the rebranding of H+R.

Key exhibits:

- *Girlhood, It's Complicated!* (Smithsonian -NMAH) | Washington, DC
- *The Elephant Discovery Center* | Hohenwald, TN
- *City of Hope* (Smithsonian -NMAAHC) | Washington, DC

Sr. Product Graphic Designer

Gibson | Philips Jun 2015 - Aug 2016 Hong Kong

- Curating cultural aesthetics, design trends, key differentiators and translated those into design inspiration, materials and inspiring moodboards, decoding visuals into keywords.
- Creation of presentations for the business strategy.
- Design direction manager with focus on color, graphics, materials, and finishing of Philips Speakers BT110, BT6000, BT7900.

Creative and Graphic Designer

Ferrovial Dec 2013 - Dec 2014 Madrid, Spain

- Manager of design, layout, and coordination of client proposal.
- Creation of visually attractive client presentations, statistical yearbooks, infographics, impactful graphics, templates, icons, etc.