



# PABLO BASAGOITI

## STRATEGIC DESIGN

### PROFESSIONAL EXPERIENCE

- 2018 Strategic Graphic Designer at Gamelearn (Madrid, España).
- 2016 Graphic Designer at Advertising Agency Global Healthcare (Madrid, Spain).
- 2014 Graphic Designer at Architectural Studio Asenjo y Asociados (Malaga, Spain).
- 2012 Graphic Designer at Master Cumlaude (Malaga, Spain).

### ACADEMIC EXPERIENCE

- Honors Student ◆ 2014 Master Expert in Editorial Design from Gauss Multimedia (Malaga, Spain).
- 2016 Course of Brand Strategy from Branzai (Madrid, Spain).
- 2018 UX: App Prototyping and Design: by Diga33!.
- 2017 Microtypography: Fundamentals of Typographic Composition by David Kimura.
- 2017 Typography design by Glíglifo (Zaragoza, España).
- Significant Project ◆ 2016 "Magazines design" in mr.marcel school from Realajaelcoco (Madrid, Spain).
- 2018 Master La Fábrica: Cultural Projects Manager from La Fábrica (Madrid, España).
- 2017 Design Thinking by Factoria Cultural.
- 2017 Public Speaking by Ángel Lafuente
- 2008 Degree in Advertising and Public Relations from University of Malaga.
- Technician in Audiovisual Production and Entertainment from Cesur Formacion, (Malaga, Spain).
- Languages: Spanish: Native  
English: B2 Level

### OTHER PROJECTS

- 2018 Art Director Tales Literary Magazine.
- 2013 Web designer at Absolut Porfolios web's project to La Fábrica (Madrid, Spain).
- 2012 Graphic designer at Feria de Malaga APP's project to Reckoder (Malaga, Spain).
- 2011 Contribution to El Cuartel Agency's Street Marketing Campaign for the 14th Malaga Spanish Film Festival (Malaga, Spain).
- 2011 Assistant to Project Manager at Amen Creativity & Design Workshop. Encharged of organizational tasks, website design & videos for the event.
- 2012 ] Freelance projects for different clients: (web design, logotypes, branding,  
2016 ] photography, brochures, flyers...).



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## STRATEGIC DESIGN

Nivel aproximado  
Capacidad de mejora



### SKILLS

**Design.** Take the correct decisions for each project: typography, layouts, visual hierarchy, composition, color swatches, imprint, photography, etc.

**Public Speaking.** Take the correct decisions for each project: typography, layouts, visual hierarchy, composition, color swatches, imprint, photography, etc.

**Graphic production.** Paper samples, binding, offset, stamping, etc.

**Design Strategy.** Research to find the best concept for the project; libraries, Google, forum, etc.

**Creativity.** Research, concepts analysis, etc.

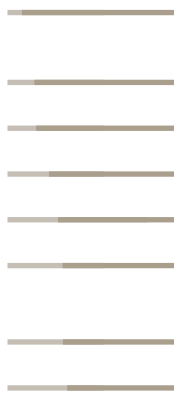
**Organization.** Files and folders organization, timelines, etc.

**Knowledge updating.** Avid reader of all kind of news related to the graphic design sector.

**Photography.** Composition, colour, black and white, digital retouching, etc.

**Self Learning & Improvement.** By observing and keeping track of the cutting edge trends in the sector and reading works on design I continuously try and expand my knowledge.

### TECHNICAL SKILLS



**Adobe InDesign.** Styles, tables, TOC, word index, dictionary, texts, variables, preprint, interactive, etc.

**Axure 8.** Prototipos de alta fidelidad, Repeaters, estructura de navegación, librerías...

**Adobe Photoshop.** Photography retouching, matte painting, etc.

**Wordpress.** Templates instalation, code manipulation, plugins, etc.

**Adobe Premiere.** Non-linear editing, effects, etc.

**Photo Shoot.** DSLR manual control, panoramics, HDR, lenses and photographic equipment knowledge, etc.

**Video Production.** DSLR manual control.

**Adobe Illustrator.** Illustration with objetos, textures, effects, etc.



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