



AINA CASACUBERTA

CONTACT

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w: click **here** to open my portfolio

ABOUT ME

I am a passionate designer with a deep interest in branding and consumer behaviour. One of my main strength is aligning brands with their respective target. I like to incorporate the problem-solving methodology in my work process in order to add value to my creations.

I love challenges that help me grow and develop as a designer and as a person. Coming from the other side of the world, I firmly believe magic happens when different cultures and perspective are put together. According to my experience, the more diverse and inclusive is the work environment the better are the results.

PROFILE

I started my career as a Graphic Designer in Spain. During my early years, I was mostly dedicated to branding and corporate design, which is one of my main strengths. In Australia, is where I fully developed my skills as a Digital Designer including social media and online marketing. In addition, I am skilful in apparel design and user experience.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

COS, Lidcombe

Sep 2019 - Dec 2019

- Designing a full-line and an educational catalogue +400 pages from cover to cover. As well as other print materials such as flyers, business forms or special catalogues.
- Design online materials for the website or social media platforms such as banners, mega banners and other ads.
- Design packaging for different products following the brand guideline.
- Research of content aligned to the brand guideline to be used for marketing materials.
- Communication and task coordination with other departments.
- Read briefings and prepare materials ready to be printed.

GRAPHIC / APPAREL DESIGNER

Elite Sports, Bankstown

Jul 2017 - Aug 2019

- Responsible for preparing mockups according to customer needs and requirements.
- Responsible for redesigning the mockup approved by the customer into the appropriate pattern, including sports, corporate and school uniforms.
- Deep understanding of patterns to guarantee good quality design. As well as, update, modify and improve patterns when needed.
- Design print and digital materials such as flyers, templates, brochures, banners, social media and website content following the brand guidelines.
- Communication and task coordination with pressing and sewing departments to guarantee successful results.



AINA CASACUBERTA

PROFESSIONAL SKILLS

Illustrator



Photoshop



InDesign



Corel Draw



After Effects



Axure



PERSONAL SKILLS

- Team player
- Organised
- Committed
- Passionate

EDUCATION

MASTER OF ADVANCE DESIGN

Billy Blue College of Design

Sydney (2016 - 2018)

DIPLOMA IN BUSINESS

ADMINISTRATION

Strathfield College

Sydney (2014 - 2015)

BACHELOR OF ADVERTISING

AND PUBLIC RELATIONS

University of Vic

Spain (2009 - 2013)

GRAPHIC DESIGNER

Freelance, Sydney

Dec 2016 - Jul 2017

- Meet with clients to determine design vision, the scope of project and budgets.
- Research about market competition and target.
- Advice clients on the best strategies to use according to research results.
- Develop brand standards and visual identity applicable across a variety of platforms and channels.
- Following the principles of User Experience, design functional websites that satisfy both the client and the final user.
- Design visual elements either corporate or promotional materials for both online and offline.

DIGITAL DESIGNER

(Social media and online marketing assistant)

Raw Fashion Agency, Coogee

Jun 2016 - Dec 2016

- Web design developer with Wordpress, responsible for creating social media content, blogs and website.
- Assisting the Marketing team by selecting and editing appropriate and relevant images to be posted on social media and website and by creating advertising materials for marketing campaigns.
- Research the latest fashion and beauty trends and events. Contribute creative ideas during brainstorming sessions to select the theme/topic of the week. Align strategies and design creations to the selected theme/topic.
- Marketing role which included identify new business opportunities, increase community members and follow up with existing clients.
- Event role which encompassed meetings with sponsors and collaborators, design event material aligned with the event's concept, assist the Event Manager.

JUNIOR GRAPHIC DESIGNER / ADMINISTRATIVE ASSISTANT

Vic Turisme, Barcelona, Spain

Oct 2012 - Sep 2013

- Responsible for corporate branding, advertising and promotional materials such as posters, catalogues, flyers and social media among others.
- Maintaining the back-up and archiving of all images, photos and assets produced.
- Preparation of presentations to be displayed in private meetings with clients and in public around the city.
- Coordination and management of events, functions & meetings. Design and arrange pop-up shops and banners according to each event.
- Accurate preparation of weekly and monthly project status reports, maintenance of base data and make statistics.