



**AINA**CASACUBERTA

## CONTACT

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## 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. During my career, I have been lucky to work for a variety of clients from different industries including sports, pharmacy, tourism, office suppliers as well as fashion.

## PROFESSIONAL EXPERIENCE

### **GRAPHIC DESIGNER**

#### **All Branded Group, Macquarie Park**

Mar 2020 - Current

- Responsible for the branding and style guide of the company.
- Design corporate materials, create templates and layouts.
- Development and update of the communication marketing plan.
- Design marketing materials such as brochures, ads, banners, for both print and digital platforms.
- Create social media content, EDMs and update website content when needed.
- Cooperate with sales team, creating mockups, presentations and visual representations according to client's instructions.

### **GRAPHIC DESIGNER**

#### **COS, Lidcombe**

Sep 2019 - Dec 2019

- Designing a full-line 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 guidelines 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 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.



**AINACASACUBERTA**



## PROFESSIONAL SKILLS

**Illustrator** ● ● ● ● ● ○

**Photoshop** ● ● ● ● ○ ○

**InDesign** ● ● ● ● ● ○

**Corel Draw** ● ● ● ● ○ ○

**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.