

irene málvezi

FINE ARTIST & GRAPHIC DESIGNER

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PROFILE:

Personal Statement

IRENE HERNANPEREZ MALVEZI is an artist and graphic designer with ten years' experience in the UK design industry. Born in Brazil, Irene has dual nationality – Spanish and Brazilian. She has a proven professional track record of design management and creative origination from concept to completion in logo design, website design, illustration and marketing materials such as in-store graphics, magazine adverts, brochures and point of sale material.

Project Management Skills

- Taking responsibility for the whole design process, from taking briefs to implementation.
- Working closely with clients to establish and achieve desired objectives.
- Timetable management of several projects at the same time.
- Managing entire projects alone or running a team.
- Creation of printer ready artwork and liaison with printers on all aspects of a project - from quotes to proof approval.
- Preparing presentations for meetings with clients to discuss conceptual ideas.
- Creation of customised handbooks for graphics guidelines and computer training as well as teaching.

Logo Design / Corporate Identity

Creation of logos. Ability to develop several concept ideas embracing the company's personality. Application of logo on stationery and other promotional materials.

Website Design

Experience in designing and developing html based websites utilising Dreamweaver. Awareness of website's accessibility and usability. Experience in teaching clients how to update their websites themselves.

URLs: www.londonglassblowing.co.uk, www.peterlaytonglass.co.uk, www.bloceyewear.com, www.europticcenter.com, www.cube-station.com, www.chris-maclennan.com, www.veritasgifts.co.uk, www.nclsolar.com

Events / Exhibitions

International experience working at live events (Brazil, Paris and England), including preparation of materials such as posters, magazine adverts, invites and brochures. Confidence to speak to clients demonstrating deep knowledge of the product in context.

Photographic Art Direction

Experience in photographic art direction of fashion, sports and luxury products.

Clients: Europtic Centre, Veritas Silver Gifts, BLOC Eyewear. Knowledge of studio digital photography.

Illustration

Versatility of style, ability to draw, skilful oil painting and life drawing artist. Mediums used: Illustrator, Photoshop, water-colour, collage, montage, oil on canvas.

Computer Skills

Fluent in Photoshop, Illustrator, QuarkXpress, Dreamweaver, InDesign. Knowledge of PowerPoint, Excel, Word, for both Mac and PC.

Language Skills

Fluent in Portuguese (written and spoken), English (written and spoken), Spanish (spoken).

EDUCATION:

Sept. 1997 to June 2000

BA (Hons) Graphic Design

The Surrey Institute of Art and Design - Croydon College, Surrey, England.

The course included three exchange placements: Saint Lucas University in Boxtel, Netherlands; Lahti Polytechnic in Lahti, Finland and St. Petersburg State University of Culture and Art in St. Petersburg, Russia.

Sept. 1995 to June 1997

BTEC/National Diploma Graphic Design & Illustration

Northbrook College - Goring-by-Sea, Worthing, West Sussex, England.

EMPLOYMENT:

January 2007 until present.

Senior Designer

VERITAS Precious Metal Design Ltd

Crocknorth Road, Dorking, Surrey

- Creation of designs for luxury gift ideas, mainly silver and leather goods.
- Creation of drawings of products for presentations and liaison with printers and manufactories.
- Website design and maintenance.
- Photography direction.
- Clients: Vodafone McLaren Mercedes, Aston Martin, Royal Collections Enterprises, Royal Bank of Scotland, Beretta, P&O Cruises, Lloyds of London, MCC, Buckingham Palace, Edgebaston, Blakes Hotel, Rolls Royce, BAE Systems, Saracens.

May 2004 to January 2007

In House Designer - Marketing Department

INLINE-UK Ltd

Daux Road, Billingshurst, West Sussex

- Design of promotional and informative material, mainly for sport sunglasses (main brand: BLOC Eyewear). Creation of brochures, invites, magazine adverts, posters, tickets, point of sale design and packaging design.
- Creation of final artwork for printing and liaison with printers
- Website design and maintenance.
- Photography direction.
- Responsible for dealing with all issues related to magazine adverts and sponsorship.
- Paper and online presentations on fashion and sports sunglasses designs for: M&S, Debenhams, Next, River Island, and many other clients.

June 2003 to April 2004

Freelance Graphic Designer

Clients: Veritas Silver Gifts Ltd, Research Now!, DGA Architects, Walpole Magazine, Peter Layton, Allan Kardec Publishing Ltd, Sir William Crookes Spiritist Society, Mediativa.com, Forum Industrial (Brazilian), Global Advantage (Turkish) and others.

Sept. 2000 to May 2003

Senior Graphic Designer

IMPERIO Design Ltd

149a Grosvenor Road, London, SW1V 3JY

Clients: Puma, Peter Layton, Europtic Centre, Aquascutum, Lifesystems, Lifeventure, Cube Station, NCL Solar, and others. Managed a team of two junior designers, making sure design concepts and artwork were of the highest quality and delivered on time.

May 1998 to August 2000

Freelance Graphic Designer

April 2000 PROSPECTS Careers Services - General Graphics - Kent, England.

August 1999 W/BRASIL Publicidade Ltda - Advertising Agency - São Paulo, Brazil.

July 1999 FOHAT LUX - General Graphics and Multimedia - São Paulo, Brazil.

June 1998 BESPOKE Designs - General Graphics and Packaging - Surrey, England.