



angela zeballos

Nationality **British**
Date of Birth **5 November 1975**
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Computer skills

Mac and PC platforms, proficient in:

Quark Xpress	Freehand	Microsoft Office
InDesign	Dreamweaver	Acrobat
PhotoShop	Flash	
Illustrator	Fireworks	

Career history

June 2004 – to date

Graphic / web designer/artworker – freelance
London, Miami and Buenos Aires

Liaising directly with the clients, discussing brief and presenting concepts.

- Goalbound – Corporate identity and stationery design.
- Bray-Lemaire – Conception, design and uploading of website: www.bray-lemaire.com.
- Lila's Bistro – Conception, design and uploading of website: www.lilasbistro.com.
- Emphasis at home – Corporate identity, stationery and website: www.emphasisathome.com.
- Edge Pilates – Corporate identity, stationery and advertisement design.
- Sectorlight Sutton Young – Freelancing in-house, see below for more details.
- Glaxo Smith Kline – Newsletter and corporate fact sheet design.
- Sketch Consulting – Corporate identity and stationery design.
Conception, design and uploading of website: www.sketchconsulting.com.
Current designer and artworker for corporate identities, brochures and advertisements.

April 2003 – May 2004

Graphic / web designer/artworker
Sectorlight Sutton Young, London

- Working within the studio of this multi-discipline creative consultancy, based in Mayfair, London. Sectorlight Sutton Young have been leaders in the commercial property field for the last decade, with clients as high-brow as Grosvenor and Hammerson. Working on some of London's most famous buildings including; Foster's 'Gherkin' and Alsop's 'Palestra'.
 - Managing Sofa Workshop account, liaising with client, obtaining brief and designing brochures, advertisements, point of sale, exhibition graphics and promotional flyers. Presenting visual concepts to client.
 - Working with the Creative Director and Senior Designer, creating corporate identities, brochures, leaflets, packaging, display panels, signage, sales promotion, window graphics and advertisements. Editing and retouching images and preparing all artwork for print.
 - Converting and cleaning up CAD drawings of floor plans and elevations, creating and designing alternative road and tube maps.
 - Well accustomed to working to tight deadlines for pitches, under pressure and juggling several projects at one time.
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Career history (continued)

April 2000 – April 2003

Sole in-house graphic / web designer/artworker
Designers Guild, London

- Working within the Creative Department of this prestigious 30 year old international company. Designers Guild is one of the most influential and creative forces in the world of interior design, producing fabrics, wallpapers, paint, furniture, bed linen, home and personal accessories.
- Reporting directly to the Production Manager and in close contact with the Creative Director and founder, Tricia Guild.
- Responsible for all print projects – conception, budgeting, layout, final artwork and print processing – brochures, press releases, catalogues, large format banners, posters, signage, exhibition graphics, point of sale, packaging, labelling, report and accounts, invites, postcards and advertisements. Creating and developing the new 'DG baby' brand.
- Working alongside the stylists on photoshoots, discussing style, format and content requirements for the photography. Helping with the organisation of the rooms/sets during the shoot.
- Liaising with printers and suppliers and close contact with the internal Sales Team, PR, Showroom Designers and Product Development departments.
- Responsible for employing and managing a freelance artworker during the busy launch periods.
- In charge of regularly redesigning and updating the Designers Guild website: www.designersguild.com.

June 2002 – May 2004

Graphic / web designer/artworker – additional freelance work
London, Norwich and Barcelona

- Starting Cities – Redesign of logo, stationery and website: www.startingcities.com.
- Intelligent Investment – Corporate identity, logo and stationery design. Conception, design and uploading of website: www.i-investment.net.
- Gatehouse bcn – Conception, layout and uploading of website: www.gatehousebcn.com.
- Cristina Hyde – Personal stationery and card design.

Education

1995–1999

- BA Honours in Industrial Design with Italian: 2:1
Specialising in Visual Communication, Web Design, Film and Photography.
1995–97: UCL/Slade/Bartlet Institute, London
1997–99: Politecnico di Milano, Italy

1994–1995

- Diploma in Art and Design: Distinction

1992–1994

- A Levels: English A, Art A, German C

1990–1992

- GCSE's: 7 A grade and 2 B grade

Languages

Fluent Italian, intermediate Spanish, very basic German and French.

References

References available on request.

