



ABOUT ME:

Hello! I am a **Visual Communicator**. I work on **Branding** and **Improvement of User Experiences**. I'm in love with my profession. My differential value is my international professional experience. I have lived and worked in different countries such as Peru, Chile, Russia, USA, Argentina among others. Reinforcing my capacity for learning, resilience and observation. I am someone who **observes, analyzes, understands** and **studies the user** and **their environment**.

EXPERIENCIA:

CREATIVE DESIGNER.

📍 **USA (Remote) KOI STUDIO MIAMI (Apr. 2023 - Today)**

Creative Designer: Design and assembly of graphic pieces for the most important brands in the alcoholic beverage family in North America and Latin America.

DESIGNER & MECHANICAL ARTIST.

📍 **Sacerdoti S.A. Argentina (May 2017 - Nov. 2022)**

Mechanical Artist: Link between art and prepress. Reception and control of client files. Preparation of individual files for printing. Generation of drawings for die-cutting from plans and revision of Final arts with control programs.

Quality Analyst: PDCA Control (Plan-Do-Check-Act). Verify compliance with objectives and resources within the assigned plan. Carry out the orders manufacture and control the final product.

CREATIVE DESIGNER & UX RESEARCHER.

📍 **Brainy Press. Argentina (Sep. 2016 - Today)**

Branding: Brand creation and analysis, naming, Target studio, creation of Brief. Advice to SMEs.

Creative Designer: Digital communication campaigns and printed. Copywriting.

UX Research: Market data collection, analysis and communication with users to identify your requirements. I worked on improving the models of analysis of existing data to reduce costs unnecessary.

PHOTOGRAPHER & RETAIL.

📍 **Royal Caribbean LTD. EEUU (Ene. 2016 - Oct. 2016)**

Professional photography and edition at Image Group Photography Department in Royal Caribbean LTD.

DESIGNER & VISUAL COMMUNICATOR.

Professional since 2005. More info: www.lavarello.net

REFERENCIAS:

Marisa Fernández +54 9 11 3050-3576
mfernandez@brainypress.com
CEO. BrainyPress (Argentina)

Nahuel Palavecino +54 9 11 6983-7653
Developer. Mercado Libre (Argentina)

Pedro Aguirre +54 9 11 6507-8110
Pre-Press. Sacerdoti S.A. (Argentina)

Marisa Oxilia +34 617 28 67 42
marisaoxilia1987@gmail.com
Mechanical Artist (Spain)

Jonathan Muñoz +56 9 5764-359
Manager. Centro Gráfico (Chile)

EXPERTISE:



BRANDING & PUBLICIDAD.

- ✓ Brief and creative strategy.
- ✓ Competitor analysis.
- ✓ Naming and corporate identity.
- ✓ Creative communication plan.
- ✓ Brand manual development.



IMPROVEMENT & UX RESEARCH.

- ✓ Benchmark.
- ✓ Information architecture.
- ✓ Onboarding.
- ✓ Scope of experiences.
- ✓ Interaction strategies.



GRAPHIC DESIGN.

- ✓ Mechanical artist.
- ✓ Creative artworker.
- ✓ Assets for RRSS.
- ✓ Graphic outdoor.
- ✓ Professional photography.

STRENGTHS

#Resolute
#Analytical
#Resilient
#Critical thinking
#Multitasking



SKILLS:

SOFTWARES.

Adobe Photoshop, Illustrator, InDesign, Premiere, Visual Studio Code, MS Office, Mac, Windows, Linux, Mural, Notion, Trello, Slack, Zoom, Meet.



IDIOMAS.

Spanish (Native) ★★★★★
English (Advanced) ★★★★★
Russian (Regular) ★★★



FORMATION:

UX RESEARCH & BENCHMARKS.

📍 **Educación IT.**
Especialización (Argentina 2022)

SAFETY STCW & CROWD MANAGEMENT.

📍 **Bahamas Maritime Authority.**
Capacitación para Royal Caribbean (EEUU 2016)

RUSSIAN LANGUAGE & HUMANITIES.

📍 **St. Petersburg Polytechnic University.**
Especialización (Rusia 2010 - 2012)
www.english.spbstu.ru

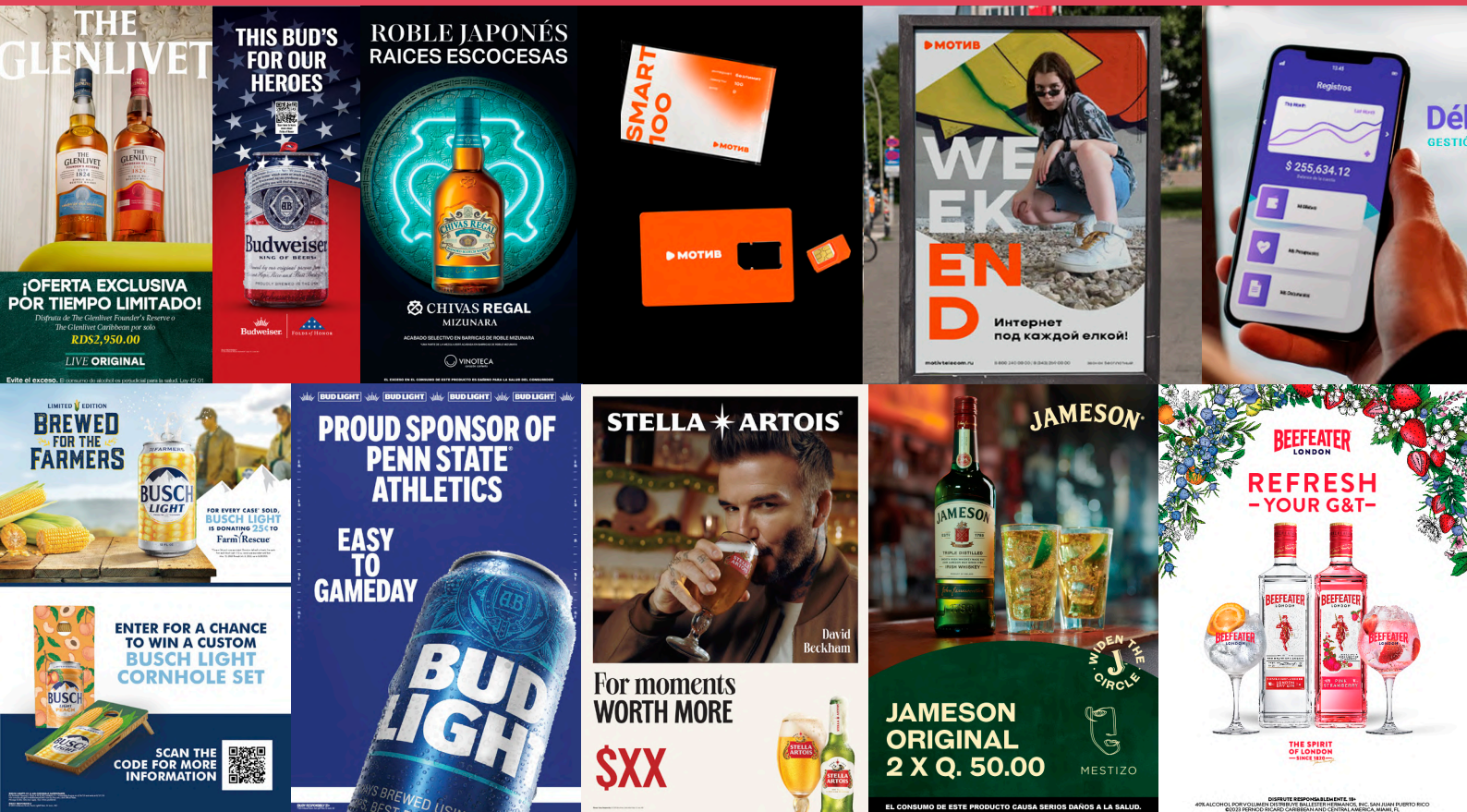
GRAPHIC ADVERTISING DESIGN.

📍 **Toulouse Lautrec Ins.**
Carrera Profesional (Perú 2000 - 2005)
www.tls.edu.pe



Tell me!

PIEZAS GRÁFICAS IMPRESAS Y DIGITALES



POP MATERIAL Y REVISTAS



BRANDING Y ACTIVACIONES

