


Ana Maria Bardaji

DESIGN LEAD

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LinkedIn

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I am a multi-disciplined senior creative with over 12 years of experience.

My background in all varieties of agency and communication environments has exposed me to an integrated approach. I have solid experience across corporate, branding, print, packaging, digital, social media, UX&UI (web and mobile) and marketing campaigns.

I am a confident communicator who loves to inspire team members by leading by example.

I have an unrelenting passion for all design and communication at all levels. I take care to fully understand the specifics of every client's needs to ensure the designs not only look and perform beautifully, but also have a positive impact on the target audience.



Master in Graphic Design (Hons)

Autograf, Paris

09/'09 - 10/'11

Webmaster course

Escola ESPAI, Barcelona

07/'08 - 08/'09

Degree in Arts and Design

La Massana, University of Barcelona

09/'03 - 06/'07



Photoshop, Illustrator, Indesign

Sketch, XD, Invision

Dreamweaver, HTML, CSS

Power Point, Keynote, Word, Excel



English

Spanish

French

Catalan



11/'19 - Present

Design Lead | Reward, London

Overseeing all design and marketing comms, improving brand guidelines to define the identity of the business in UK, Europe and Middle East. Designing new marketing campaigns for RBS, Natwest and Virgin Money.

07/'19 - 10/'19

Contract

Creative Lead | Big Group, London

Working in a new account, Openreach, to define the brand creative direction and strategy. Collaborating in new visual campaigns for The North Face and Now TV.

04/'18 - 07/'19

09/'17 - 04/'18

Permanent
(redundancy)

Head of Design | Centaur Media, London

Integrated Designer SR

Taking creative briefs and defining key points to deliver creative marketing campaigns from concept to completion, from responsive websites and banner advertisements to company literature, print advertising and signage. Overseeing a design team of three and two freelancers. Continuous development of guidelines, templates and libraries, to enable consistency across all events, awards, shows and conferences, like The Lawyer Awards and Festival of Marketing. Identify opportunities to implement and innovate design concepts to deliver marketing and commercial collateral. Working with the marketing, ops teams and external partners to deliver creative in line with brand strategies on time and on budget.

05/'17 - 09/'17

Freelance | Wildhorse and Ancestry, London

Working in a variety of graphic and digital projects.

02/'15 - 04/'17

Permanent

Designer MW. | Dentsu Aegis, London

Creative support for all Dentsu agencies in new business pitches and marketing material. Working on external projects across print design, digital and multi-media presentations, photography and video for clients such as BBC and Diageo. Maintaining strong relationships with clients and stakeholders.

05/'12 - 03/'14

Permanent

Graphic Designer SR. | Melijoe, Paris

Implementation and improvement of the brand visual identity and guidelines. Marketing campaigns and press reports both nationally and internationally. Graphic design of a print and digital magazine and weekly newsletters.

09/'09 - 07/'11

Work/Study
Program

Graphic Designer MW. | 1000mercis and Symrise, Paris

Design of newsletters, banners, animations and quizzes for web and mobile supports for different brands across a variety of languages. Design and mock-ups of new concepts for fragrances, shampoos and body products, variety of printed support and interactive presentations. Assisting with product photoshoots.

07/'08 - 07/'09

Temporary

Art Director | Sercotel Hotels, Barcelona

Design and direction of new graphic lines for hotels including print, press reports, advertisements and signage. Collaboration with the wider business to create marketing material and public events.

08/'07 - 07/'08

Temporary

Art Director | Sweet Digital Agency, Barcelona

Management of identity brand projects and design of logos, stationery, flyers, catalogues and interior design for offices and brand promotion (vinyl). Building and maintenance of direct relationships with clients, suppliers and printers.