

Mara Carolina Baichman

Web & Graphic Designer

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Profile

I am a young, energetic and enthusiastic Graphic & Web Designer with over six years of experience in Web Design, Print and Packaging Design in different fields.

Effective Team player - *“Excellent co-worker. Fully committed to compliance with the times and demands of work.”* Andres Jacob, Manager at Northia Laboratory

Software Skills

Illustrator

InDesign

Flash

Photoshop

Fireworks

After Effects

Dreamweaver

HTML

Fireworks

Corel Draw

CSS

Work Experience

June 2011 – Present

Kangan Institute

Graphic Designer

Working with the Marketing team where I produce magazine and newspaper advertisements, flyers, brochures, newsletters, annual report, course guide, images for social media, banners, diary, calendar, postcards, posters, maps, car and motorbike signs, power point presentations, torchscreen animations, banner animations, cover for books, flags, invitations and menus for events, interactive PDF's..

Held weekly meetings with the Marketing team to define work to be done in based on their needs.

Technologies: *Illustrator, Photoshop, Dreamweaver, InDesign, HTML, Flash*

October 2010 – June 2011

Promoting U

Web & Graphic Designer

Hired as a full time Designer where I produced over 25 projects including logos, business cards, print advertisements, brochures, posters, illustrations, banners, and websites.

Held daily meetings with costumers to define work to be done in based on their needs and also suggesting new improvements on their designs.

Technologies: *Illustrator, Photoshop, Dreamweaver, InDesign, HTML, Flash*

April 2011 – Present

Freelance work for Thermal Blue Solar

Web & Graphic Designer

www.thermalblue.com.au

Thermal Blue Solar is a Solar Panel company based in Melbourne. I was responsible for the design of their website and a big range of documents, flyers, brochures, business cards.

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May 2011 – Present

Freelance work for Huxxer Corporation

Web & Graphic Designer

www.huxxer.com

Huxxer Corporation is a Web Development company based in Melbourne. I design for them the image of different software products as Service Flow and The Suggestion Place.

July 2010 – Present

Freelance work for Tell it-media

Web & Graphic Designer

www.tell-itmedia.com.au

Tell it-media is a graphic design and web solutions company.

Business Revamp - www.businessrevamp.com.au

Redesigned the identity of the website giving it a new look and new colours.

Technologies: Illustrator and Photoshop.

Men & Relationships counselling - www.menandrelationships.com.au

Redesigned the logo and the website.

Technologies: Illustrator and Photoshop.

Tell it-media - www.tell-itmedia.com.au

Design a print flyer and redesign the homepage of the company's website with a hand drawn illustration.

Technologies: Illustrator, Photoshop and hand drawn illustration.

June 2010 – Present

Freelance work for iformat

Web & Graphic Designer

www.iformat.com.au

iformat is a web and graphic design company.

I was responsible for the design of more than 30 websites and 10 printing projects.

Some of clients included: Bulla, Schepisi Communications, Packsoft, Andrew Darbyshire, Hiccups Babies, I Like Wine and Connexus.

I Need a Chef - www.ineedachef.com.au

Proposed different alternatives to the customer based on the meetings and the briefing.

Final PSD designs were delivered and coordinated with the developed team.

Technologies: Illustrator and Photoshop.

Union Colours - www.unioncolours.com

Redesigned the identity of the website to provide the final user a much better user experience while

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navigating the website. Final PSD designs were delivered and coordinated with the developed team.

Technologies: *Illustrator and Photoshop.*

Schepisi Communications - www.schepisi.com.au

Designed a big scale advertisement, a promotional brochure and a magazine advertisement to promote the release of their new products.

Technologies: *Illustrator, Photoshop and InDesign.*

January 2008 - May 2010

Northia Laboratory

Web & Graphic Designer

www.northia.com.ar

Northia Laboratory is an Argentinian company producer of pharmaceutical drugs.

Managed the design department of the laboratory, providing strategic leadership to team of 4 design professionals working closely with the marketing department.

Led design direction, managed the company identity redesign, trained new company designers and participated in the creative team of new products development.

Technologies: *InDesign, Illustrator, Photoshop, Corel Draw, Dreamweaver, HTML and CSS.*

March 2006 - January 2008

DesignStitch

Web Designer

www.designstitch.com

DesignStitch is an online marketing company that sells images for embroidery.

My job was designed banners for daily updates on the website and weekly newsletters.

Technologies: *Illustrator, Photoshop, Corel Draw, Flash, Dreamweaver and HTML.*

Clipartown - www.clipartown.com

Redesigned the identity of the website giving it a new look

Technologies: *InDesign, Illustrator, Photoshop, Corel Draw, Dreamweaver, HTML and CSS.*

Stitchshow - www.stitchshow.com

Designed banners for daily updates on the website and weekly newsletters

Technologies: *Corel Draw, Corel Drawings, Embird, Illustrator, Photoshop, Dreamweaver, HTML and CSS.*

January 2006 - December 2007

Freelance work

Las Delicias de Alicia "Alicia Delights" - www.lasdeliciasdealicia.com.ar

Alicia Delights is a catering business and traditional pastries. My job was to develop the company's trade mark.

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I designed the logo, website, magnets, personal postcards, napkins and brochures. I was also in charge of sending monthly newsletter to the customers with offer & promotions.

Technologies: *Illustrator, Photoshop, Dreamweaver, Flash and Group Mail (for sending newsletters)*

Pie Makers - www.piemakers.com.ar

Pie Makers is a boutique catering company specialized in delivering fresh home made products for events. I was responsible to develop their website to show all the company's products

Technologies: *Illustrator, Photoshop, Dreamweaver and Flash.*

Quiero mi evento "I want my event" - www.quieromievento.com

It is a site that allows users to create and plan their events (weddings, birthdays, company meetings, etc.) online, contacting the most wanted vendors in Argentina.

I was in charge of the design of the website, the brochures & their corporate cards.

Technologies: *Illustrator, Photoshop, Dreamweaver and HTML.*

Dicas

Dicas is a very well recognized shoe store located in Buenos Aires city.

I designed the Logo, their business cards, catalogues, bags, prices cards and their shop windows advertisements.

Technologies: *Illustrator and Photoshop.*

Education

University: **Graphic Design** (2002 - 2008) University of Buenos Aires.

Tertiary: **Visual Arts** (2000 - 2002) National Institute of Art.

Others

- My posters were selected to exhibit at the hood "Addiction to new technologies" in the area of communication and design, organized by University of Buenos Aires.
- Design work selected by the University of Buenos Aires, described in <http://www.wolkoweb.com.ar/disenio1> (Entering in Gallery 1) at the site of the most recognized design lecture.
- Exhibition of prints selected by the National Institute of Art, Mint Gallery, Buenos Aires.

References available on request.