

Constanza Parodi

Graphic Designer

CONTACT

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WORK EXPERIENCE

Eljays44 - Fixed term GRAPHIC DESIGNER

Jul '24 - Nov '24

- Crafted graphics for different channels in a fast-paced environment.
- Generated media packages, brochures, data visualisation and other assets for different websites.
- Incorporated animation to digital campaigns. Worked designing 2 monthly magazines, business cards, signages for events, and show guides. Events branding. Developed logos for different exhibitions for shows in the UK and internationally.

Freelance FREELANCE ANIMATOR

UK · Mar '23 - Aug '24

- Developed character animation, riggs in Toon Boom Harmony and sprint sheets of different characters according to client's needs and stories.
- Produced explainer videos, logo animation, and website animation using various tools like After Effects and Premiere Pro to edit and composite.
- Crafted high-quality illustrations for clients, featuring character and background designs.
- Communicated with clients, understanding their needs and preferences.

Desafío Latam CONTENT MANAGER

Feb '20 - Jan '23

- Formulated content strategies and ad campaigns to elevate the amount of sales and people interested in the brand.
- Created organic content strategy that increased brand exposure by 50%, across social media platforms within 3 months.
- Content Design Produced content for social media platforms, including graphics, videos, and animations, to enhance brand visibility and engagement.
- Community management Managed newsletters, organised live events, and maintained interaction with the online community.

Mujeres On IT/ COMMUNITY MANAGER

Patagonia · Nov '19 - Mar '22

- Designed a comprehensive logo and color palette that contributed to a 50% increase in brand recognition, as measured by surveys conducted before and after the launch.
- Founded and coordinated an online community for women in IT, developing branding elements, including logo design, identity, and visual assets.
- Developed and executed a social media strategy that increased follower engagement across all platforms, resulting in 10,000 new followers and within six months.

EDUCATION

Leeds Arts Uni

Master of Arts (MA)

Multimedia/Animation/Special Effects · Graduation: Nov '23

LINKS

Portfolio · constanzaparodi.com

SKILLS

After Effects · 3D Modeling · Brand Identity · Print Design · Social Media Graphics · Vector Graphics · Motion Graphics · Infographic Design · Figma · Design Thinking · Digital Illustration · Creative Suite · Adobe InDesign · Animation · Adobe XD · Adobe Photoshop · Adobe Illustrator