

Blanca Pia

blancapia.com

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1986, Barcelona

EDUCATION

- 2021-22 **Master's Degree in Design Research**
BAU, Design & Arts University (UVic)
- 2010-14 **Bachelor's Degree in Design** BAU (UVic)
- 2009-10 **Master's Degree in Design, Image and Architecture** ELISAVA (UPF)
- 2004-09 **Technical Architecture**
Enginyeria i arquitectura La Salle(URL)

PROFESSIONAL EXPERIENCE: DESIGN

- June 2022 **Partner and Art Director at Apòstrof Cooperativa**
Apostrof.coop
- Since 2016 **Freelance**
blancapia.com
- 2021-22 **Art Director at Jirada, Digital Agency**
Barcelona, july 2021 - may 2022 / jirada.com
- 2021 **Art Director at Dragons Group, Digital Agency**
Barcelona, janyary - july 2021 / dragonsgroup.com
- 2015-20 **Head of Art at PlayGround**
Art Director at PlayGround (2015-2018)
playgroundmag.net
- 2016 **Co-founder of Baselina Studio**
@baselinaconb. Creative direction.
- 2015-17 **Art Director and Designer at Concepts and Ideas for Commercial Purposes** Guixe.com
- 2015 **Graphic Designer at Bisgràfic Studio**
- 2014 **Graphic Designer at Raquel Quevedo Studio**
raquelquevedo.com

PROFESSIONAL EXPERIENCE: EDUCATION

- Since 2022 **Lecturer in the Bachelor's Degree in Design**
Bau, Centre Universitari d'art i disseny de Barcelona.
Subject: Design Economics
- Since 2020 **Lecturer in the Master's in "Marketing, Communication and Fashion Event Management"**
(LCI) Module: Art Direction and Copywriting
- Since 2018 **Lecturer in the Bachelor's Degree in Education, Department of Applied Didactics**
(Universitat de Barcelona).
Subject: Digital Literacy, Multimodal Communication, Digital Imaging and Learning
- 2018 **Workshop: "Digital Activism, Trolls, Fakes and Critical Thinking"**
Bau, Centre Universitari d'art i disseny de Barcelona.
Subject: Design Economics
- 2018 **Workshop: "Creative Processes and Methodologies"**
(Universitat de Barcelona).
University of Barcelona
Master's in Interdisciplinary Arts Education

SOFTWARE / PROGRAMACIÓ

Ai, Ps, ID, Pr, AE, XD Pack Adobe
Sketch, Figma, AutoCAD
UX, UI, HTML5, CSS3, WP

LANGUAGES

Catalan Native
Spanish Native
English B2 level

CONFERENCES / EXHIBITIONS / AWARDS

- 2022 EXHIBITION
2023 **Imaginar los posibles.**
Installation
Museu del Disseny HUB de Barcelona
Critical and speculative design project.
- 2019 EXHIBITION
Brut (Blanc Fest 2019)
Interactive installation
Creative concept and project direction
- AWARD
Laus Bronze Videoclip "Aprender" (Baselina)
Creative concept and project direction
- CONFERENCE
Premis Crema Baselina Studio
Depression, Drugs, and the Creative Process
- 2018 AWARD
Graphite Pencil (D&AD) per a el projecte Top Manta (Nobody is illegal) PlayGround Mag
Creative and visual concept for the clothing line and graphic identity
Conferència
Tenerife Design Week PlayGround:
PlayGround: Likes, trolls, hacks, and anti-art direction
- 2017 EXHIBITION
La Virreina Centre de la Imatge Barcelona.
Espectres (Collective): Mokshavr.com
- PUBLICATION
Espectres de la Imatge (Collective)
- 2016 EXHIBITION
(In)fusión Flamenca Dicotomía Flamenca
Barcelona
- EXHIBITION
I like, I exist BAU, Barcelona (Collective)
- EXHIBITION
SBLU Spazioalbello, Oggetto Libro
Milán (Collective)
- Premi
Laus Bronze La Bordona Project
- 2015 CONFERENCE
Blanc Festival La Bordona Project
- EXHIBITION
The memory, Llibreria La Memòria
Barcelona (Collective)
- PUBLICATION
36daysoftype
- 2008 AWARD
1st Prize - Happiness in Gray Times (photos against the crisis)
- EXHIBITION
Happiness in Gray Times (photos against the crisis)" TACC (Collective)