

CARLA ZETINA-YGLESIAS

GRAPHIC DESIGNER

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EDUCATION

MINNEAPOLIS COLLEGE OF ART + DESIGN ||| MINNEAPOLIS, MN

BFA Program: 2004 – 2007
Graphic Design

UNIVERSIDAD IBEROAMERICANA ||| MEXICO CITY, MX

BFA Program: 2002 – 2004
Graphic Design

EXPERIENCE

STONE ARCH BOOKS / BLOOMINGTON, MN ||| JULY 2007 – PRESENT

graphic designer ||| BOOK DESIGNER

Concept through execution of book covers and interiors for novels and graphic novels. Experience in photo shoots and management of illustrators.

graphic designer ||| MARKETING

Worked closely with product and editorial team to develop accurate marketing pieces. Projects include the concept through execution of posters, ads, catalogs, etc.

TARGET CORP. / MINNEAPOLIS, MN ||| MARCH 2006 – JULY 2007

graphic designer & ppt artist ||| CORPORATE MEDIA CENTER

Worked as part of a team that visualizes presentations for senior executives at Target. Other projects included in-store marketing for Target Pharmacy.

BBDO MEXICO / MEXICO CITY, MX ||| SUMMER 2005 & WINTER 2001

junior art director ||| BBDO CREATIVE

Worked in the creative department concepting and visualizing campaigns for an array of clients. Projects include: Brochure for Chrysler, TV spots for Frito's, and applications for the launch of Eclipse gum (Wrigley's).

creative trainee ||| BBDO CREATIVE

Worked in the creative department assisting with the production of visuals and assisting with art direction on-site.

SKILL SET

Bilingual (Spanish & English)

Screen-printing

Public Speaking: INSTITUTO AMERICANO DE DESARROLLO HUMANO, S.C (10 week course)

SOFTWARE:

InDesign CS3
Photoshop CS3
Illustrator CS3
After Effects 6.5 (basic)
Word, PPT, Outlook & Excell

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