

# INGRID ARCAS

DIGITAL DESIGNER

## PERSONAL INFORMATION

*Birth date:* 26-08-1988  
*Place of birth:* Sabadell, Barcelona (Spain)  
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## UNIVERSITY EDUCATION

*Official Degree in Design, Graphic Design.* [ESDI, Sabadell, Spain | 2011 - 2012]  
*Digital Design and Electronic Art.* [ESDI, Sabadell, Spain | 2006 - 2011]

## WORK EXPERIENCE

### L'Estruch (live performances public institution)

[Sabadell, 2011 – Present, altruistic collaboration]

- **Blog creation inside Tea-tron platform** (<http://www.tea-tron.com/estruch/>)  
This blog was completely created by me. I customized one of the predefined Wordpress themes, editing its source HTML, PHP and CSS, and adding additional plugins for additional features.
- **Video edition**  
L'Estruch registered its activities (live performances) in video. Together with another person we dumped and edited it using Final Cut Pro.
- **Online archive creation (metaEstruch) [in development]**  
Together with another person we are creating an online archive with the edited videos. I am using PHP, MySQL, HTML, CSS and some Javascript code for that.
- **Web maintenance**  
I'm responsible for the Slideshow header of the website. I edit it by modifying an XML document and some images, using Photoshop. I also change some elements of the site editing the website's templates.

\*Technologies used: HTML, CSS, Php, SQL, Photoshop, Final Cut Pro.

### CVTeam – Group SII [Barcelona, March 2011 – March 2012]

*Corporate Communication:*

- **Commercial material**  
I was responsible for designing commercial slides and other documents for clients, using Microsoft PowerPoint, Word and Photoshop.
- **Trade fair material**  
I was responsible for creating flyers, stand vinyls and customized gifts like pens, t-shirts, cups and folders. I did it using Illustrator, InDesign and Photoshop.
- **Corporate material**  
I was responsible for designing diagrams, canvas, flyers and corporate presentation slides. I did it using Microsoft PowerPoint, Word, Illustrator, InDesign and Photoshop.

- **Promotional video for the trade fair Facility Management & Business Services**

(<http://youtu.be/4e1E0idZKC4>)

I was responsible for designing and animating a promotional video of the product ServiceOne for an international fair. I did it together with another designer using Illustrator to create the elements, and then After Effects to animate it.

- **Promotional video for the PHP Barcelona Conference**

I was responsible for a promotional video to recruit PHP programmers. It shows a programmer's day in the company in a Stop Motion / Time Lapse animation. I did it taking photos and editing them with Dragon (a specific stop motion software), Final Cut Pro and After Effects.

*Clients:*

- **Design & Web layout using PFW Site Blueprint (self CMS)**

I was responsible for the design and the mock-up of different projects using the proprietary CMS of the company. I designed these sites using Photoshop, and then I customized the CMS template, editing its HTML and CSS source, to do the mock-up. In these projects I always worked with a team of developers and other designers.

- **Mailing layout**

I was responsible for doing the mailing layout of a client. I did it from scratch using HTML and CSS.

- **Application UI design**

I was responsible for designing an application's User Interface, using Photoshop and Illustrator. I worked in a team of developers and other designers.

\* Technologies used: Microsoft PowerPoint, Microsoft Word, Illustrator, Photoshop, InDesign, After Effects, Final Cut Pro, Site Blueprint CMS

### **Grupo Hotusa, Eurostars Hotels** [Barcelona, May 2009 – February 2011]

- **Mailings design & layout**

I was responsible for doing three different newsletters per week. I redesigned one of them (for Eurostars Hotels), using Photoshop and HTML with inline CSS. Every week I received the information for the newsletter from the Revenue Department. I did the mock-ups, and then a programmer was responsible for sending them.

- **Minisite creation for special offers**

I was responsible for updating two minisites built in Flash ActionScript 2.0 and 3.0. I also created one from scratch designing the Look & Feel, including the characters, the header, the buttons and other graphic materials that were needed. I did it using Photoshop, and then a programmer implemented these materials using the Wordpress CMS.

- **Advertisement banners design**

I was responsible for doing different kinds of advertisement banners (animated GIF and Flash) in different sizes, using Photoshop and Flash.

- **Design & Web layout for Grupo Hotusa**

I was responsible for designing and building the mock-up for the different websites of Grupo Hotusa, including their own website. I worked in a team of developers and other designers. I did some templates for their own CMS from scratch, created the static pages and helped with others pages.

\* Technologies used: Photoshop, Flash, HTML, CSS

### **La Màgia d'Albert Llorens** [Sabadell, September 2008 – 2010]

I was responsible for designing completely the brand of the illusionist's company "La Màgia d'Albert Llorens". I made the logo, the corporate colours, the studio & theatre photography, promotional videos (production and post-production), and a website designed and implemented using Flash Actionscript 3.0.

\*Technologies used: Photoshop, Final Cut Pro, Flash AS 3.0.

## DESIGN SKILLS

*Design software:*

Photoshop, Illustrator, InDesign, Dreamweaver.

*Languages:*

HTML, CSS, PHP, Javascript, SQL, Flash ActionScript 2.0 and 3.0, Processing.

*Video editing software:*

Final Cut Pro, Adobe Premiere, After Effects, Combustion.

*Other:*

Photography, video production.

## LANGUAGES

*Catalan:* Mother tongue.

*Spanish:* Mother tongue.

*English:* Fluent.