

# SEÑORITA NIUBO

---

## ART DIRECTION, DESIGN & ART

www.lauraniubo.com · lauraniubo@gmail.com

T: +33 652 129127 · 15, rue au maire. 75003 Paris.

## PERSONAL PROFILE

---

I'm a Paris based graphic designer and art director. Coming from Barcelona where I studied two degrees and I got my first experiences. Then I moved to London where I worked for almost two years. Now I'm part of the creative team at Ogilvy & Mather in Paris since February.

I worked in a production company for a year, at different graphic and web design studios and advertising companies in Barcelona and London too. I have been doing lots of different kind of freelance projects and collaborations.

Moreover, I'm doing two work in progress art personal projects. A study about color: 'Color Lab' and 'Colorful Spaces', based on geometry and color too. I did several exhibitions in London and I will do a new one in Los Angeles next 12th of July 2012.

My work includes art, photography, illustration, advertising, fashion, graphic, web, product, stage and experience design.

My mission is to create concepts and communicate them using the medium or tool that suits my purposes best. I am a person of the here and now. I feel for my work, I believe in what I do. I love color and I love to create beautiful things.

## SKILLS

---

- Creative thinking: concept ideation and idea development.
- Good work planning and organization.
- Perfectionist, I can't stop until I get what I want.
- Experienced at managing and project direction.
- Flexible, open-minded, good at team work.
- Curious, engaged and passionate.
- Always looking for opportunities to expand my knowledge.
- IT skills (office, photo, design, illustration, web, fashion, color).
- Spanish and Catalan mother tongue, advanced in English and basic French.

## EDUCATION

---

- Graduate Degree in Graphic Design at Massana School of Arts. Barcelona, 3 years full-time (September 2005 - June 2008).
- Graduate Degree in Advertising & Public Relations at Universidad Autónoma Barcelona (UAB), 4 years full-time (September 2001 - June 2005).

## EMPLOYMENT HISTORY

---

- Designer and art director. Ogilvy & Mather, Paris. February - Currently.

I work for brands such as Louis Vuitton, Coke Zero, Scrabble, Ford and Nespresso, Perrier, Alliance and Nestlé. I am in charge of all kind of different projects related with this big clients. We are a five people team working at what is called the 'creative studio' and it's all about creatives, directors, planners and accounts come to us asking for our opinions, ideas and designs. I do from art direction to design execution, illustration, graphic design and thinking ideas and concepts for big campaigns or part of them.

- Designer for Diamant bikes, brand from Norway. The Club, design studio. London, collection 2011/12 and 2012/13 (6 months each season).

I designed the stickers for 65 bike different models and all the complements. The highlight: 'Vuela', the new 2012 bike. I helped the client to refine the branding of this new 'street running' bike. I was in charge of the naming, the identity and all the bike design.

- Barnas Hus, kids store from Norway. The Club, design studio. London, April - September 2011.

The objective was to devise a communication strategy for all their products. Taking the client's needs I developed the concept for seven brands and I was in charge of the art direction and all the design stages including naming, logos, illustrations, patterns and branding books.

- Senior designer and art director. The Late Night Saloon Studio. London, March - April '11.

- From July 2010 starting officially as freelance designer in Barcelona and then in London.

- Graphic & web designer. 4funkies, online design and marketing agency. Barcelona, January - July '10. Websites, newsletters and online communication for brands as Fosco shoes, La Redoute, Polar watches.

- Graphic designer, art director assistant. La Cisa Design. Barcelona, October - January '09.

- Graphic designer, events and art direction assistant. Sofa Experience, production company. Barcelona, September 2008 - 2009 (1 year).

I started as an intern graphic designer and I ended up bringing ideas and helping on the art direction of several projects for brands such as clients: Estrella Damm, Bombay Sapphire, Eristoff, Fib Festival, Casio. Awards: Silver, Sol Advertising Festival, San Sebastián for a campaign I took part of it too.

- Showcase designer, space design. Red, vintage clothes shop. London, June - August '08.

## FREELANCE EMPLOYMENT

---

- Art direction with the photographer Mirello. London March 2011 - currently.
- Poster design. Dubble Trouble Promotions. London, February 2011- currently.
- Identity. The Nest, night club. London, December 2011.
- Space design for an exhibition I took part of it. The Red Gallery. London, November 2011.
- Web design. Oro Design Company. London, September 2011.
- Branding, identity. Gracia's Pantry. Food and pop up events. London, July 2011.
- Poster design and art direction for 'the dreamer' Javier Martin photographer. Exhibition at Free Range Festival: London, June 2011.
- Graphic designer, MTV commercial. The Mainframe, production studio: London, May 2011.

- Identity. TGO, organic food brand. London, May 2011.
- Branding, identity and web design. Pol Cornudella photography. London, March 2011.
- Magazine covers: Sounds like (music), Atrezzo (culture). London and Barcelona 2011.
- Publishing design, cover and layout book 'Water: A Right'. Engineering Without Borders, (NGO). Barcelona January - April 2010.
- Branding and identity. Casa Gracia Hostel. Barcelona, June 2010.
- Identity, CD, poster design and flyers. '4t1a', folk band. Barcelona 2009 (all year).
- Branding and identity. M. Martinez hair & make-up. Barcelona 2009.
- Identity. Marcial AV, production company. Barcelona 2007.

## TRAININGS AND SHORT COURSES

- Experience Design, long course. Saint Martins School. September - January London, '11/12.
- Screen Printing workshop. The Print Club. London, June 2011.
- Residence at Fabrica, design department. Italy, February 2011.
- 'Home Chaos' food and design workshop, Apartamento Magazine. London, October '10.
- 'Play' workshop with Jordi Ferreiro artist. Otrascosas de Villarrosàs: Barcelona, May 2010.
- 'Letters like forms' workshop with Catherine Dixon from Saint Martins School. 'Selected Europe' Design Festival. Barcelona, February 2010.
- Avant - Garde theory. Domus Artis Art. Barcelona, 2009.
- Stage design: light & colour. Massana School of Arts. Barcelona, 2009.
- Stencil, street art. Miscelánea Arts Center. Barcelona, 2008.
- Colour theory. Massana School of Arts. Barcelona, 2008.
- Collage & photography. Massana School of Arts. Barcelona, 2007.
- Fine Arts course. Vidal Art Studio. Barcelona, 2006.

## ART & PUBLICATIONS

- Coming next! Group show exhibition at Godo Gallery in LA on the 12th of July 2012. Part of one of the most important art events in downtown: The Art Walk Downtown Los Angeles.
- Exhibition with the photographer Mirello at Elephant Gallery as part of the Last Fridays art event in South London. February 2012.
- Winter 2012, starting my new work art in progress project: Color Lab. A study about color.
- Group exhibition for the arts and music contemporary London East Festival: 'Once Upon a Wintertime'. Showing my art work in progress project: Colorful Spaces. The Netil House Art Collective: London, December 2011.
- Group exhibition 'The Dreamer' with Colorful Spaces. Red Gallery: London, November '11.
- Exhibition for the XVI Palma Arts Night. Showing my art project Colorful Spaces. Palma de Mallorca, September 2011.
- Colorful Spaces published on 'Design You Trust' founded by Dmitry Utkin. A hourly - updated design blog and community full of new design trends, news and events all over the world.
- Colorful Spaces. Personal art project, work in progress. Geometry, colours and shapes creating another space dimension.
- Finalist Cut & Paste design contest. London, September 2010.
- Berlin Poster published in Neue Magazine. April, 2010.
- 'Ninets'. A book. Developed and illustrated character story. January, 2010.