

TANIA CONRAD

CREATIVE DESIGNER



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WORK EXPERIENCE

NOW
2010

FREELANCE CREATIVE DESIGNER

Currently working as a location-independent freelance designer and consultant, I collaborate with clients big and small, in industries ranging from Media to Finance, Retail, Education and the Social Sector.

I specialise in Branding, Creative Strategy, Graphic Design (web and print) and Digital Illustration.

2013
2012

DESIGN AND PRODUCTION MANAGER

The Futures Company (Kantar Futures)

2013
2011

DIGITAL CREATIVE DESIGNER

TJX Europe (TK Maxx)

2010
2004

CREATIVE DESIGNER

BBC (BBC Interactive, BBC Radio 3, BBC Proms)

2003
2002

SENIOR GRAPHIC DESIGNER

Perfect Day

1999
1998

ART DIRECTOR

McCann-Erickson Brazil

HELLO!

I'm a location-independent Creative Designer, specialising in Branding, Identity, Creative Strategy and Publication design.

In a career spanning 20 years, I've developed identity and branding systems, promotional materials and publication designs for a broad range of clients, big and small.

Born in São Paulo, I moved to London in my early 20s and stayed for 17 years. For the past two years, I've been working and traveling, gathering inspiration where the sun takes me. You can find me currently exploring the beauties of Mexico, eating far too much guacamole and brushing up on my Spanish.

SKILLS

BRANDING
BRAND DEVELOPMENT
CREATIVE STRATEGY
GRAPHIC DESIGN
PUBLICATION DESIGN
RESPONSIVE DESIGN / UI
INFORMATION ARCHITECTURE
ART DIRECTION
DIGITAL ILLUSTRATION

EDUCATION

NOW
2010

MA COMMUNICATION DESIGN WITH DISTINCTION

*Central Saint Martins College of Art & Design
(London, UK)*

2013
2012

BA HONS GRAPHIC DESIGN

*FAAP Fundação Armando Álvares Penteado
(São Paulo, Brazil)*

LANGUAGES

ENGLISH, PORTUGUESE, ITALIAN, SPANISH

CLIENTS

BBC
UNILEVER
HSBC
NESPRESSO
BARCLAYS
HARRODS
NESTLÉ
SHELL
WOLF BLASS

IHG
COCA-COLA
ROLEX
ROYAL MAIL
THE BRITISH MUSEUM
DANONE
MONDELEZ
DIAGEO
KRAFT