

GRAPHIC DESIGNER

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Profile

I have been at the cutting-edge of visual design for 18 years, working in design and advertising in Europe and Brazil. I have a track record of creating successful visual design concepts for international clients, transforming logos into brands, information into infographics, and page layouts into publications.

Skills

- Creation of logos and visual identities
- DTP, layout design, magazines, brochures, advertising, presentations
- Vector illustration, infographics
- Photo retouching
- Platform: Mac and PC
- Software: InDesign, Illustrator, Photoshop, CorelDraw, Prezzi, Office ...

Experience

Graphic Designer

- Activmag, Annecy
Layout design (articles and ads)
- UNCTAD, Geneva - World Investment Report 2015 - 2016
Responsible for the overall design of the report, including charts, tables, maps and infographics, as well as DTP (WIR, WIF Review)
- 100 Watt Communication, Annecy
Design of various graphic projects
- Z Impact Publicity, Geneva
Design of visual identities for Geneva clients
Creation of the Geneva Business Club Guide

Art Director

- Time is Logo, Annecy
Design of visual identities for a European client, e.g.:
Agenda for Peace for the OMPP (World Organization for Peace)
Logo and guidelines of the Community of Communes Val Vanoise Tarentaise

Marketing Manager

- Company IBO Management & Finance, Geneva
Communication campaigns
Creation of the IBOSPORT website for the sale of international football players

Art director

- Agency Jordão, Goiás - Brazil
Development of communication campaigns for different clients
Coordination of a team of 3 graphic designers
- Victorious Political Campaign, Tocantins - Brazil
Design of visual identity, press, TV and internet
Development and implementation of the electoral campaign of the candidate Raul Filho during the election of the Prefecture of Palmas, Tocantins
- Agency Petit Comité, Goiás - Brazil
Design of advertising materials for different clients (Goiás state)
- Magazine Carro & Negócios, Goiás - Brazil
Responsible for the overall design of the monthly magazine Carro & Negócios (automobile) 5,000 copies

Graphic Designer and Endomarketing

- Teuto Pharmaceutical Laboratory, Goiás - Brazil
Responsible for the internal visual identity of the largest pharmaceutical laboratory in Latin America, with more than 4,000 employees, creation of stands



CORTIZO Pablo

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Languages

French / Portuguese
Spanish / English

Education

Graphic Designer
AFPA Lyon, France

Architecture and urban
Catholic University
of Goiás, Brazil

Miscellaneous

Brazilian and Italian
citizenship