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# :) Hello

My name is Laura Torres.

I like to help constructing big concepts. I use visual design and illustration to convey ideas more accurately. I like to think about design and how it can impact people.

By having a steep learning curve and an adaptable mood, I've gathered thinking and technical abilities while performing as a visual designer, illustrator and art director. That helps me to deliver a bespoke graphic solution for each project. I enjoy to focus on design and illustration under a main premise: to make the world a (slightly) better place by doing what I love.

**I was born past quarter  
two on 29th march 1986,  
and raised in Bogotá,  
Colombia.**

My mobile phone number is  
+57 304 533 0347 and my e-mail  
lauraluciatorres@gmail.com.

My portfolio is at  
behance.net/lauratorres  
I happily live in Medellín, Colombia.

### **As a designer I like to**

think strategies focusing on achieving brand  
and product goals and then collaborate  
delivering solutions for each project.

Create rich compositions, illustrations  
& environments. I have designed and help  
to design systems for branding, product  
and advertising related projects, from  
concept to production.

### **So, I focus on**

Strategic planning to improve brands and  
communicate ideas through concepts, visual

keys, illustrations and art direction.  
Stylism, edition & composition, using a  
wide range mediums and tools both digital  
and analogic -form follows function.  
2D & 3D illustration, photography,  
typography, logotypes and toys. I also try  
to focus on detail as much as possible and  
always considering deadlines.

Entrepreneurship apprentice.  
Volunteer jobs.  
Almost everything in between.

### **I've been performing challenging roles.**

**Santillana S.A. Editorial Group**  
Freelance Children illustrator  
2004 - 2010

**Continuing Education Office**  
Faculty of Arts  
Universidad Nacional de Colombia  
Graphic Designer  
2010 - 2011

**McCann Worldgroup**  
Graphic Designer / Art director  
2011 - 2012

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**Mullenlowe SSP3**  
Graphic Designer / Art director  
2012 - 2013

**Designit**  
Visual Design Intern - Barcelona  
2013 - 2014

**Genialidades**  
Visual & Project Planner  
Design Intern - Barcelona  
2014 - 2015

**Freelance Designer & Illustrator**  
Visual designer, Art director, Brand  
designer. Photography and editorial  
illustrations. Art toys.

**Volunteer apprenticeship**  
Graphic & industrial design projects.  
Children, education & health projects.

### **I have learned a bunch of useful things.**

**B.A. Graphic Design**  
Universidad Nacional de Colombia  
Faculty of Arts  
Graphic Design School

Postgraduate Degree in  
Illustration applied to Design  
IDEP Escola Superior d'Imatge  
i Disseny - Barcelona

Postgraduate Degree in 3D Motion  
Design College of Barcelona BAU  
Barcelona

Accelerace  
Leading Startups accelerator program  
Assistant  
INDEX: Design to improve life  
Copenhaguen, Denmark

Succesful Entrepreneurship  
SMEs growing program  
De mis manos / CMM  
Medellín, Antioquia

## I won this

Artists Young Talents Scholarship  
Special incentive for outstanding  
Colombian artists in any area  
of the arts.  
ICETEX  
2013

I'm proud to have  
cooperated with

Esteban García Sanchez  
UI / UX Designer  
in Designit  
+861 850 164 1403  
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Carlos Arturo Torres  
MFA Advanced Product Designer  
in IKO Prosthetic Arm  
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Fabián Ortiz Quiroz  
Industrial Designer  
in Genialidades  
+34 607 47 01 70  
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and very pleased  
to meet personally

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*I'm taller in person.*

