

TresCreative³

trescreative.com ↗

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Teresa Carné is a Creative Director & Designer with 13 years of experience, that mentors creative teams and focuses on brand design, digital advertising and print media.

EDUCATION

Course

Experience Design

UAL, Central Saint Martins, London, 2019

MFA Degree

Motion Graphics

Trazos Digital School, Madrid, 2013

BFA Degree

Graphic Design

BAU, Design College, Barcelona, 2008

SKILLS

Branding
Digital Advertising
OOH Advertising
Storyboarding
Video Editing
Illustration
Data Visualization
Print and Production
Packaging Design
Basic HTML/CSS
Project Management
Strategic thinking
Problem Solver
Spanish

SOFTWARE

Illustrator
Photoshop
Indesign
After Effects
Premiere
Lightroom
Figma
Canva
Microsoft Suite
Google Docs

EXPERIENCE

NP Agency 📍 Washington, DC

SVP of Creative 2023 - Present

VP of Creative 2021 - 2023

Art Director 2020 - 2021

- Leading creative direction and execution on all client-facing projects in a fast-paced and demanding environment.
- Present concepts in fully-produced pitches to the internal team as well as outside clients and partners.
- Maintained brand consistency throughout all marketing projects while juggling multiple projects independently.
- Managing the creative budget effectively.
- Responsible for managing, inspire and mentor the design team to create and deliver engaging and innovative work that meets the expectations of our clients.
- Supervising all aspects of design development for deliverables ranging from campaign key art and out-of-home executions to social media graphics, websites, logo and brand development, one-pagers, decks, billboards, posters, banner ads, social media images, flyers, newsletters, design templates, and more.
- Responsible to track design and video requests for all teams to ensure timely deliveries and high quality work.

TresCreative Studio 📍 Barcelona

Freelance 2018 - 2020

National Geographic 📍 Washington, DC

Freelance Sr. Graphic Designer 2018-2019

- Creation of illustrated maps for their destination series.

Howard+Revis Design 📍 Washington, DC

Senior Exhibit Graphic Designer 2017 - 2018

- Development of concepts, design aesthetics, moodboards, type hierarchies, icon design, branding and client presentations.
- Design directions and exhibit planning for museums and visitor centers, from sketches to production and final implementation.
- Supervised all graphic materials and productions in order to ensure the quality and accuracy in the design.
- Visits to the production line and on-site assembly.
- Proposed and designed the rebranding of H+R.

Philips | Gibson 📍 Hong Kong

Senior Product Graphic Designer 2015 - 2016

- Design direction manager with focus on color, graphics, materials and finishing for Philips Speakers BT110, BT6000, BT7900.
- Curating cultural aesthetics and design trend research.
- Creation of presentations for the business strategy and vendors.
- Visits to production line, to ensure design accuracy and production standards.

Ferrovial 📍 Madrid

Graphic Designer 2013-2015

- Manager of design, layout, and coordination of client proposals.
- Creation of visually attractive client presentations, statistical yearbooks, infographics, impactful graphics, templates, icons etc.