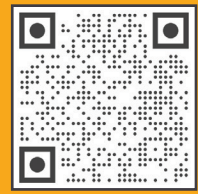


LILIANA MARTINEZ STEINER

VISUAL COMMUNICATION

ART PRODUCTION

GRAPHIC DESIGN



POPORO CREATIVE
VISUAL COMMUNICATION

Scan to view my portfolio or go to:
www.poporocreativeltd.com

PROFILE

Adaptable and detail-oriented digital designer and artist with 30+ years of experience working full time in advertising agencies and on a self-employed basis, with a wide variety of high-profile clients. Responsible for delivering high-quality and on-brand visual communication for websites (mobile first), product graphics, promotional emails, social media graphics, multimedia and banner ads. Experienced in art direction and project management. Highly skilled at managing and delivering projects from concept through completion (on-time and on budget).

Furthermore, a multidisciplinary artist, illustrator and designer maker, skilled at various traditional methods of fine art such as mixed media painting, sculpture and eclectic constructions. A natural understanding of composition and colour, with an artisan approach to both digital and physical projects.

WORK EXPERIENCE

2001
2022

SELF-EMPLOYED DIGITAL DESIGNER

Poporo Creative Ltd. | London

- Provide design & technical support to a wide variety of UK/Global clients.
- Apply critical thinking and problem-solving skills. Responsible for the full creative process, from brief through to asset development of homepages, landing pages, email marketing, social channels, digital marketing and web design; applying UX/UI principles and brand style guides to layouts.
- Interact and work collaboratively with cross-functional teams, achieving smooth execution, efficiency and timely delivery of projects.
- Apply thorough understanding of the language of design, acute sensitivity to layout, typography and illustration. Implement all corporate design standards and direction, and actively follow industry trends and emerging technology.

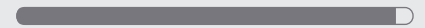
Key Achievements: For over 10 years, I have been instrumental in providing fast, reliable and continuous design support to the CRM marketing department of Expedia Group (Hotels.com); delivering a very large number of marketing emails, web assets, presentations and animations in over 34 languages. Responsible for creative design and production associated with email marketing A/B testing.

CONTACTS

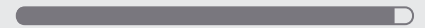
- +44 (0)7908 673 817
- liliana@lilianam.com
- www.poporocreativeltd.com
- 7a Kitto Road, London, SE14 5TW

TECHNICAL SKILLS

Adobe Photoshop



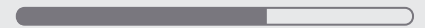
Adobe Illustrator



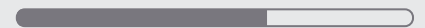
HTML/CSS



Adobe XD



Acrobat



Dreamweaver



Apple Keynote



Powerpoint



LANGUAGES

- ENGLISH (*fluent*)
- SPANISH (*native speaker*)

EDUCATION

1986 to 1989

GRAPHIC DESIGN DEGREE
EQUIVALENT TO BA (HONS)

*Universidad Jorge Tadeo Lozano
Bogotá - Colombia*

1998
2001

DESIGN DIRECTOR

The Digital Partners | Legas Delaney | London

- Liaise with creative directors, illustrators, developers, photographers and copywriters to discuss client requirements and presentation concepts, to coordinate creative activities and develop design solutions.
- Present final layouts/interfaces to clients for approval and liaise with designers in order to deliver projects from concept to completion.
- Create custom illustrations or other graphic elements. Often in several languages for a global audience.
- Conceptualise and design interfaces for websites, multimedia games, screensavers and various digital products.
- Prepare detailed storyboards for digital production.
- Art direction and project management.

Key Achievements: In the early stages of design and web development, I was involved on a number of high-profile projects for blue chip clients. These included: Adidas, Harrods, Mothercare, Barclays, Patek Philippe, Tanner Krolle, Virgin Trains, Lycos Europe and Vertu, amongst others. I was responsible for delivering innovative and creative work that pushed the boundaries of what could be achieved at the time. The result was that high quality, functional, pixel perfect and creative projects were consistently delivered from concept to completion.

1997
1998

WEB DESIGNER

IPC Magazines | London

- Design, development and maintenance of one of the largest boating and yachting searchable websites in the UK: www.ybw.com
- Lead designer working in collaboration with web developers, and responsible for the online presence of their bestselling print yachting titles: Yachting and Boating World.
- Hands-on experience on every aspect of web development (Front-end and back-end including coding in HTML/CSS).

Key Achievements: I was hired as a designer to take responsibility for the front-end development of the YBW website. I took courses to learn HTML and quickly gained hands-on coding experience, enabling me to both fulfill the job's objectives and collaborate with the back-end developers.

- <https://www.linkedin.com/in/LilianaMartinezSteiner/>
- https://www.instagram.com/peculiar_artcade/

ADDITIONAL SKILLS

- Multilingual asset production
- Responsive design
- Design concepts and layout
- Branding
- Adaptability
- Critical thinking
- Multitasking
- Reliability
- Quality oriented
- Flexibility
- Collaboration
- Professionalism
- Organisation
- Fast learning

INTERESTS

- Art and Craft
- Travelling
- Miniature sculpture/Jewellery design
- Painting (Mixed media)
- Children's books Illustration
- Dance
- Photography
- Animation

REFERENCES

SUPPLIED UPON REQUEST