

Los Angeles, CA

# BLANCA AZCARRAGA

## GRAPHIC DESIGNER

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<http://blancazca.prosite.com/>

*A Spanish-born (Madrid), Los Angeles-based visual guru with strong illustration and computer skills and the ability to transform ideas into visual unique and effective concepts and compositions.*

## experience

**CHAYA Restaurant Group: Lead Graphic Designer**  
LOS ANGELES / SAN FRANCISCO March 2012 – Present

Designed & conceptualized, new logotypes, Posters, Menus, web graphics, ad campaigns, packaging, identities and special event design graphics.

**LA CURRENTS digital Publication: Graphic Designer**  
LOS ANGELES Summer 2012 – Present

Designed section graphics and collateral materials in addition to news photography to shape and enhance the visual identity of the brand publication.

**BOBGAIL Special Events: Graphic Artist**  
LOS ANGELES Summer 2012 – Present

Responsible for movie/event and invitation idea generation, design and execution. Existing props transformation and restoration

**THE TASTING PANEL Magazine: Publication Designer**  
LOS ANGELES October 2012 – Jan 2013

Article and supplementary magazine layout. Event logos and collateral design for the magazine and its clients.

**EHLERS ESTATE Winery: Marketing Associate**  
NAPA VALLEY August 2008 – May 2009

Developed visual identity and content including: website, print ads, winery collateral, newsletters and winery blog. Coordinated events, sales and customer engagement for the winery bar, the Tasting Room.

**4CX / DIAGEO Marketing / Procurement: Account Manager**  
MADRID / LONDON April 2007 - June 2008

Purchased and design of collateral and promotional materials for Diageo brands. Manage creative development and oversaw production of all promotional materials. Brands included: **Smirnoff, Johnnie Walker, Cacique, Captain Morgan, and Chivas.**

**AVALON. Merchandising: Purchasing Team Manager**  
MADRID April 2005 - April 2007

Designed promotional items for brands including **Heineken, Vodafone, Diageo and Domecq.** Managed purchasing team and coordinated manufacturing with vendors in China and Eastern Asia.

**KONECTA GROUP: Account Executive.**  
MADRID December 2004 - April 2005

Developed campaign strategies for accounts, including **Shell, Europcar, King Sturge,** and **Crisol.** Managed client accounts while collaborating with design department to ensure campaigns were consistent with client brand strategy.

## education

**UCLA Extension Los Angeles, 2012**

**Design Communication Arts** certificate program.

**San Pablo C.E.U. University Madrid, 1999-2004**

Bachelor Degree in **Audiovisual and Communication Sciences.**

**ESE European School of Economics. London, 2003 - 2004**

ERASMUS Scholarship.

*Fluent in Spanish and English; intermediate Italian.*

*Microsoft Office/Mac OS*

*Adobe Creative Suite Design.*

*Extensive, high-profile event experience.*

*References available upon request.*