



Narcis Sauleda

Graphic and digital designer

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Capabilities

Branding: Logos, brand identity, rebranding, environment branding, guidelines, brand management...

Print: Stationery, branded packaging, merchandise, brochures, annual reports, advertising, company literature, print management solutions...

Web: Website design, digital advertisement, information architecture and wire frames, user experience, HTML/CSS mark-up, basic JavaScript and JQuery, content Management systems, e-commerce, email marketing...

Software skills

Adobe Creative Suite CC: Photoshop, Illustrator, InDesign Expert level

Premier and After Effects
Basic working knowledge

Web: Dreamweaver, hand coding HTML/CSS, JQuery, Sketch
Good working knowledge

CMS: WordPress, Drupal, TYPO3 and Microsoft SharePoint
Good working knowledge

Languages

Spanish and Catalan:
Mother tongue

English: fluent

Japanese: Intermediate

Employment

August 2014 – Present

Business and creative director at Narcis, London | www.narcis.co.uk

Working with clients such as Empello, Amazon, PayasUgym (Now Hussle), Intrepid Travel or London Borough of Newham.

May 2013 – August 2014

Digital Designer and Head of Design at PayasUgym, London | www.payasugym.com

In charge of the development of the Brand Visual Identity and ensure it works across all channels. Act as a guardian of the brand by ensuring consistency and the right tone of voice Responsible for designing elements of the brand such as sales brochures or packaging.

July 2012 - April 2012

Digital Designer at Molton Brown, London | www.moltonbrown.co.uk

Leading all digital design elements of the brand globally including e-commerce websites, email campaigns and digital advertising. Help with the development of the Brand Visual Identity and ensure it works across all digital media. Act as a guardian of the brand by ensuring consistency and the right tone of voice.

March 2008 - March 2012

Graphic and Web Designer at Sherry, London | sherrydesign.co.uk

Responsible for visual design, HTML/CSS creation and liaising with clients and web developers. Designed and co-developed many successful websites for a wide variety of organisations such as Syngenta, British Video Association and BP. Trained clients on a variety of Content Management Systems in the UK as well as abroad.

July 2004 - February 2005

Graphic Designer at Yampuga Studio, Barcelona

Designed magazine advertisements, brochures and catalogues.

Education and training

Mar 2016 – Jul 2016

Squared Online Certificate – a Google/AVADO partnership (awarded with distinction)

April - June 2007

Creative Bookbinding City Lit, London

April 2005

Workshop in Packaging Design IDEP Polytechnic Institute, Barcelona
Workshop in Newspaper Design IDEP Polytechnic Institute, Barcelona

2000-2005

Graphic Design and Art Direction degree IDEP Polytechnic Institute, Barcelona

1994-1999

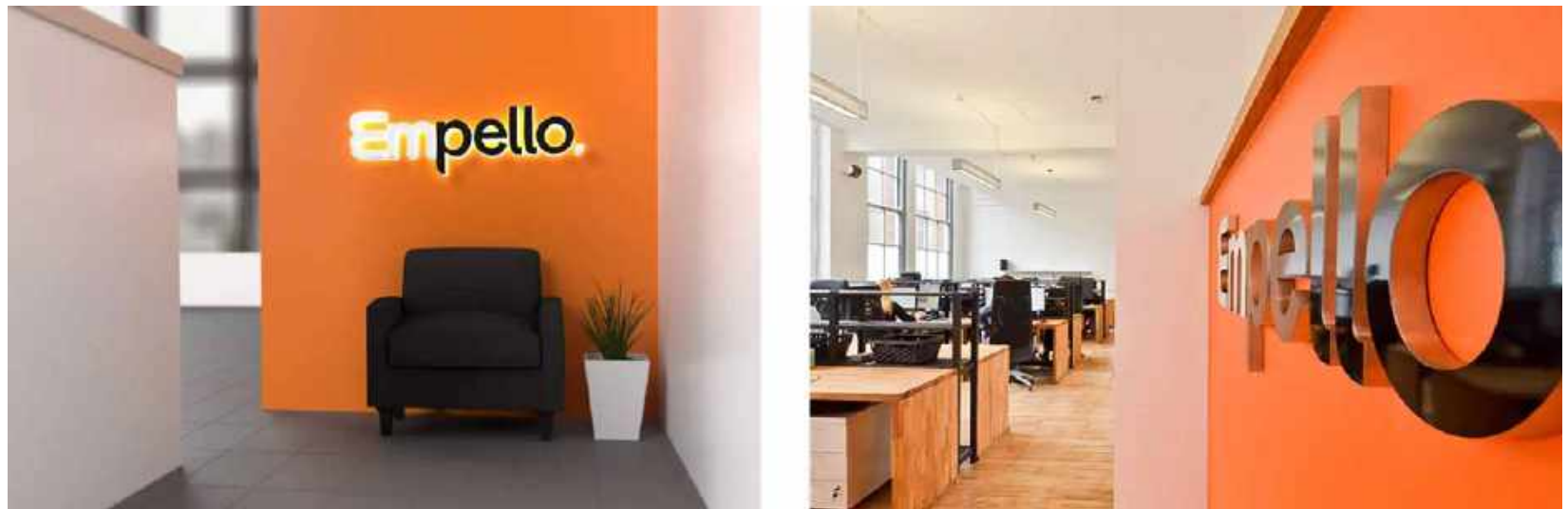
Secondary School I.B. Bisbe Sivilla, Calella - Barcelona Bachillerato (A level equivalent)

Empello

Brand Identity, Website and marketing materials

Empello is one of the first brands I did when I started. Is a brand that over 5 years later I still stand for it. They chose the right option and managed to make it

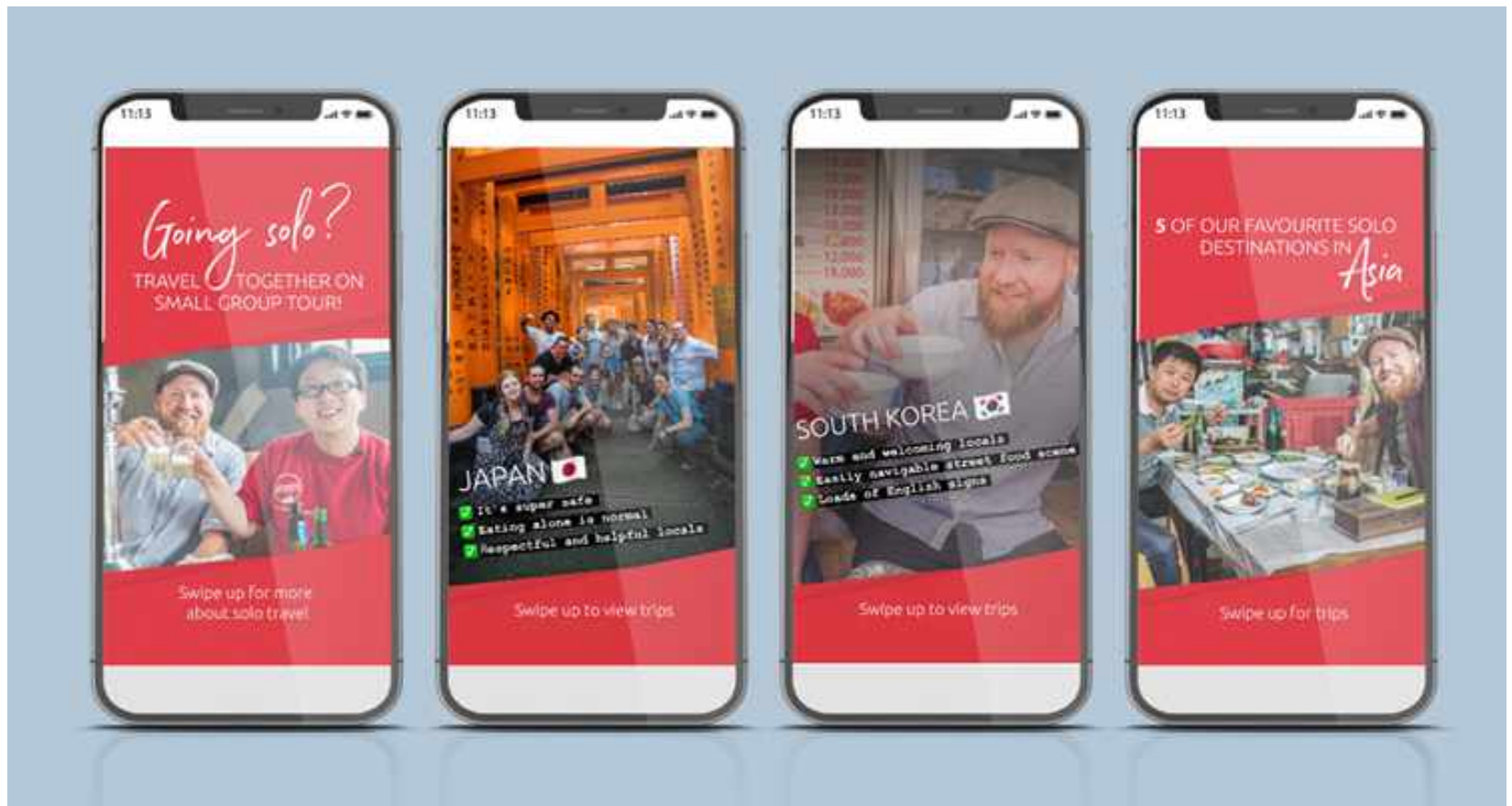
stronger. We have evolved the website a few times, but the brand keeps the essence from the first day.



Intrepid Travel

Marketing

Intrepid Travel is an adventure travel company. Their marketing has to be experiential and be adaptable to all media. While the brand has to be protected from disruption, the design has to always capture the imagination of its main clients. It's a fun challenge.

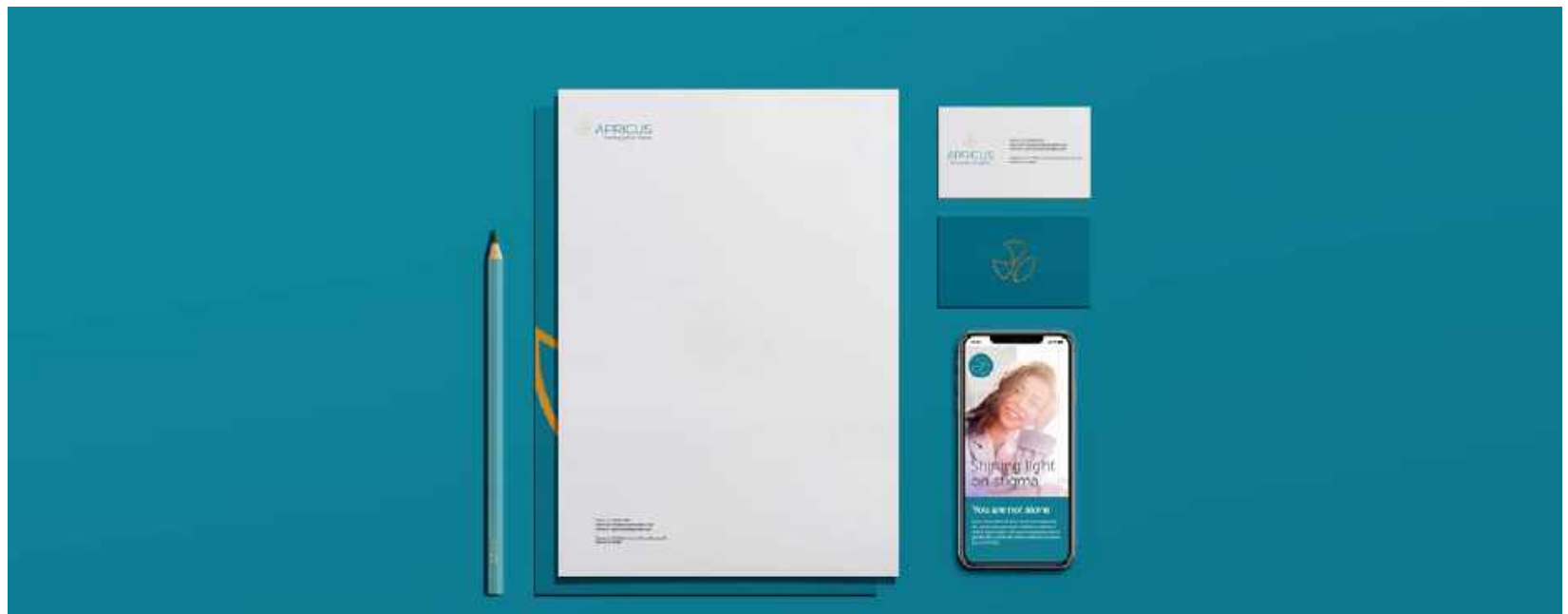


Apricus

Brand Identity

I am starting my portfolio with a project I didn't win. Why? Because despite I lost the pitch, I think the project is strong, and I am proud.

Apricus means sun, and their job is to shine the stigma of mental health at the workplace. The idea behind the logo and the whole brand was to show a circle (symbolising the sun) made of pieces. The gold colours and turquoise represent the sky's shining sun and give a high-end finish to the brand.



Montserrat

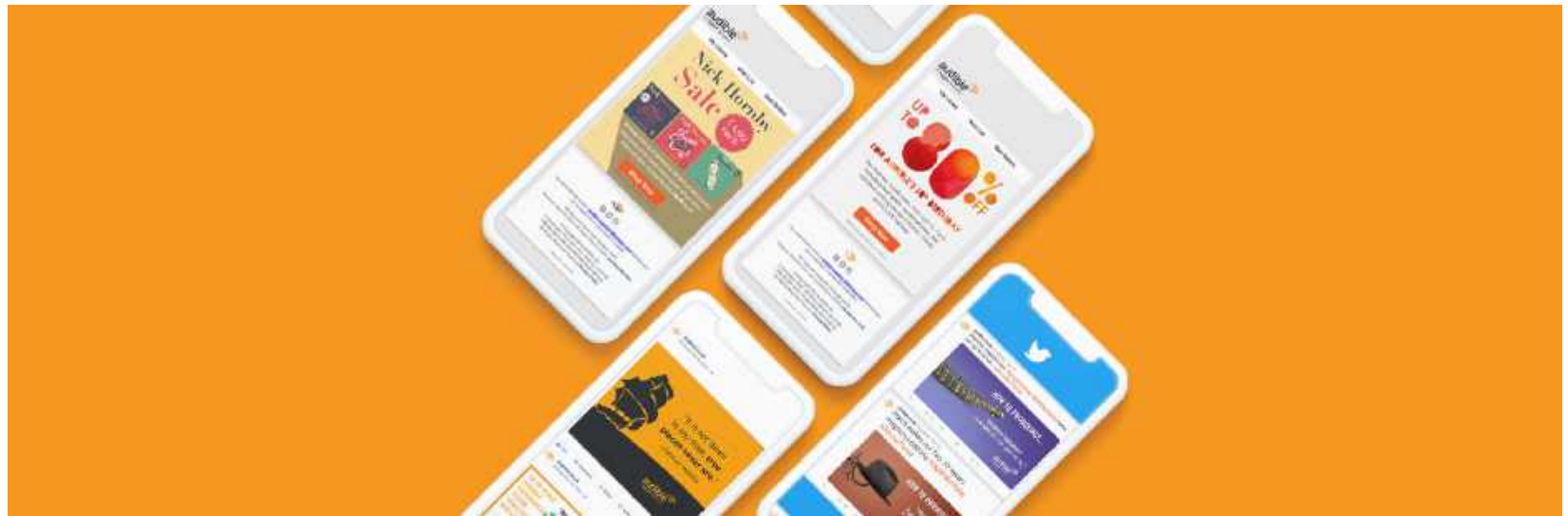
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abcdefghijklmnopqrstuvwxyz



Amazon

Marketing

Working in campaigns for their Audible brand. Primarily digital, but sometimes it involved crossing the line to print, which made the challenge enjoyable to keep the campaign's essence in both media.



MoMo's Dairy

Brand Identity

The idea is a happy looking logo that changes like the cow print does in each cow. I designed four different shaped versions of the logo, that can be used simultaneously. It's a logo that shows the hand made feel, but simultaneously explains the value perception of the brand.

The logo shows an essential element of the raw material, to make the cheese and honour the cows, producing this great product. A potential evolution is to adapt those cow print to real shapes of the cows.

