

Name Lorena
Surname Meana González del Yerro

DIGITAL & GRAPHIC DESIGNER CREATIVE / ART DIRECTOR



🏠 lorenheart.com
✉ hello@lorenheart.com
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🌐 profiles.wordpress.org/lorenheart10/
📺 vimeo.com/lorenheart

WORK EXPERIENCE

CREATIVE WORK EXPERIENCE:

Graphic/Digital Designer (remote)

Johnson Controls
Global Creative Team
Cork, Ireland
Aug. 2021 - Present
johnsoncontrols.com
Graphic and digital design services for internal clients such as Marketing Departments & Sales from several Business Units, Brand Department, company's brands, the Headquarters and regions like Continental Europe and EMEALA. Providing print and digital solutions like presentation design, infographics, email marketing and social media assets, campaign materials and new brand visual concepts.

2D Creative Executive & Designer

HMY Retail Solutions
Group Marketing Department
Madrid
Oct. 2018 - Nov. 2020
hmy-group.com
Art direction, project management and execution of company campaigns, corporate visual communication projects (print/digital) and digital products with other team members and external agencies. Web information architecture, UI, components, project style guidelines, infographics, icons, email marketing and social media audiovisual content. Company visual identity supervision to meet brand corporate guidelines.

Graphic Designer

ZenithOptimedia
CEE Marketing Department
Prague
Jan. 2011 - Jan. 2015
zenithoptimedia.com
Graphic design, vector illustration, infographics, banner animation and video editing for corporate promotional

events, email marketing, brand campaigns and company's web. Graphic support to other media agencies such as Performics, Newcast, Vivaki, and Starcom Mediavest.

Digital Assistant

Victoria & Albert Museum
London
Nov. 2008 - Jul. 2009
vam.ac.uk
Image photography, digitalization, and post-production. Video Production Assistant. Flash animated banners for the museum commercial website.

Graphic Artist

2AMTV/BBC
Art Department
Glasgow
Aug. 2008 - Sept. 2008
bbc.co.uk/programmes/bool9rmv
Design and implementation of all onscreen graphics for the production of the last three episodes of the British TV series *Personal Affairs* (2009).

SOME RELEVANT FREELANCE PROJECTS:

Infographic Designer

Spanish Distance Learning University (UNED) & Corporate State-owned Entity (ICO)
Madrid
Apr. 2020 - May. 2020
fundacionico.es/economia-circular/
Two infographics for the report *SME Transition to the Circular Economy*, funded by ICO and delivered by UNED.

Art Director & Video Editor

Sira and the Robot: Crazy Times on Planet Earth, children's audiobook
ISBN 13: 9788469756645

Crowdfunding campaign
Santiago de Compostela
Apr. 2017 - Jun. 2017
www.siraeorobot.wordpress.com
Art direction, video production and creative graphic support for the book's crowdfunding social media campaign.

Graphic Artist & 2D Animator

Eallin Animation
Prague
Oct. 2009 - Jan. 2010 &
Aug. 2013 - Apr. 2015
eallin.com
Creation, direction and animation of the short film *The Source of Energy*, as part of the studio's internship programme in the field of film direction and animation techniques. Digital textures for 3D animation Czech advertising spots. Animated promotional banners.

TEACHING EXPERIENCE:

Music & Music History Teacher

Students aged 13-16.
Inmaculada Concepción High School
Madrid
Nov. 2020 - Apr. 2021
colegioinmaculadaconcepcion.org

Visual Arts & English Teacher

Students aged 12-16.
La Salle Sagrado Corazón High School
Madrid
Sept. 2018 - Oct. 2018
lasallesagradocorazon.es

Visual Arts, Design & Technical Drawing Teacher

Students aged 13-18.
San Viator High School
Madrid
Jan. 2018 - Jun. 2018
colegiosanviator.es



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📺 vimeo.com/lorenheart

EDUCATION

FORMAL EDUCATION:

MA Teacher Training, specialized in gamification of learning
University of Granada, Spain
masteres.ugr.es/profesorado

MA Digital Media Design
Glasgow Caledonian University
gcu.ac.uk

BA Fine Arts
University of Granada, Spain
bellasartes.ugr.es

Piano Teacher Professional Degree
The Royal Conservatory of Music Victoria Eugenia of Granada
conservatoriosuperiorgranada.com

CERTIFICATES:

Spanish Official Tour Guide Certification, in English and Czech languages
Andalucian Government
juntadeandalucia.es/

LANGUAGES

Native Spanish

English: **C1 - Advanced**
Cambridge Assessment English,
University of Cambridge
cambridgeenglish.org

Czech: **B1 - Intermediate**
Czech Language Certificate Exam
(*Certifikovaná zkouška z češtiny pro cizince*),
Charles University, Prague (Czech Republic)
ujop.cuni.cz/en/exam/czech-language-certificate-exam

DESIGN TECHNOLOGIES

DESIGN & INSTRUCTIONAL APPS:

Adobe Photoshop, XD, Illustrator, InDesign, After Effects, Premiere and Acrobat Pro; Figma, Visual Studio Code, InVision, Google Classroom, Educamos.

WEB DESIGN LANGUAGES & TECHNOLOGIES:

HTML, CSS, basic JavaScript & Algorithmics. FTP management.

Wordpress: Themes UI design & re-design with CSS, HTML and Gutenberg block editor. WP admin panel management.

PROJECT MANAGEMENT APPS:

Trello, Asana, Slack, Wrike.

EVENTS, WORKSHOPS & PUBLICATIONS

Spanish Wordpress Community:

Wordcamp Granada 2019
Designer and Coorganizer:
2019.granada.wordcamp.org/organizadores
Volunteer at Wordcamp Madrid 2019 and Wordcamp Valladolid 2020.

The Metamorphosis of Space Festival 2017, University of Granada:

Invited Artist and Teacher at the workshop *Des-plegar el Espacio*.

Animita Visual Arts Editions 2018, supported by the Chilean Government:

Invited Artist contributing three illustrations to the main topic, immigration, for the magazine Animita Migrante (ISSN 0718-1426). An interview can be found under the following link: edicionanimita.cl/lorena-meana-artista-visual-y-disenadora/

HOBBIES

Languages.
Drawing.
Piano.
UX Design methodologies.
Swimming and biking.

