

# HALLO

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## ABOUT ME

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*Hello, I'm an independent Visual Designer and Art Director based in Munich and Stuttgart. My work includes Graphic Design, Corporate Design, Editorial Design, Web Design, UI Design, Information Design and many more. My strengths lies in brainstorming and conception of complete performances with the appropriate typography and imagery for print and web.*

*My personal strength is my diversity. I am creative and structured. Enthusiastic and focused. A very good team player and work independently.*

*I was born in the south of Italy, grew up in Munich, lived in Valencia and studied in London. For me it's important to get new inspirations and impulses and to stay curious. Good design comes from strong ideas and concepts.*

## MY SERVICES

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**ART DIRECTION & CONCEPT DESIGN** - Design Research / Concepts / Strategy / Creative Thinking

**EDITORIAL DESIGN** - Books / Magazines

**CORPORATE DESIGN** - Visual Identities / Logo Development / Business Equipment / Image Brochures / Annual Reports

**DIGITAL** - UI Design / Web Design / App Design / Mobile / Newsletter / Banner

**PRINT** - Catalogs / Brochures / Information Graphics / Poster / Flyer / Booklets / Stationery / Packaging / Exhibition Design / Event Design

**ILLUSTRATION** - Sketches / Collage / Infographics / Typography / Photography

**ADVERTISING** - Campaigns / Ads



## CLAUDIA PADULA

Visual Design & Art Direction

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www.claudiapadula.com

Oefelestr. 10 / 81543 Munich  
born 06.09.1984 in Salerno



## LANGUAGES

German	mother tongue
English	fluent speaking and writing
Spanish	good knowledge
Italian	basic knowledge

## INTERESTS

Design, illustration, dancing, hiking,  
swimming, yoga, traveling



## WORK EXPERIENCE

04 / 2013 - today **Freelancer Visual Designer & Art Director**

- Companies: LEGO, Sportscheck und mydays
- Agencies: Raum III, comunicativa, SNK und CDM Munich
- Publishers: Bauer Media Group und Blv Verlag

11 / 2012 - 03 / 2013 **Editorial Designer at Bauer Media GmbH / Munich**  
Editorial design, layout, concept and relaunch of the living magazine „Wohnidee“

11 / 2010 - 11 / 2012 **Art Director at Camao / Munich**  
Development and implementation of design concepts for corporate design, editorial, pos, campaigns and websites e.g. for Tirol, Coty Germany, Sony Pictures Home Entertainment, BayWa and Convoco

07 - 11 / 2009 **Freelance Graphic Designer at Stylefruits / Munich**  
Visualisation of fashion trends, blog article writing, artworks, newsletter, illustrations and image editing

09 / 2008 - 02 / 2009 **Trainee at United-Fashion-Service / Seefeld**  
Corporate identities, logos, catalog layouts, accessory design, fashion graphics, women and men fashion styles, moodboards and trends

04 - 06 / 2008 **Freelance project for das Physics Institute of the LMU (Ludwig-Maximilians-University / Munich)**  
Editorial design for the Center of Nanotechnology: Idea, concept, editorial design, layout, text, image editing and production

07 - 09 / 2004 **Internship at Avanquest Germany GmbH**  
Software packaging design, layouts, product texts and Media Report

## EDUCATION

09 / 2009 - 09 / 2010 **Middlesex University / London**  
Bachelor of Arts / BA Visual Communication Design (Graphic Design)

09 / 2005 - 07 / 2008 **Designschule München (Designschool Munich)**  
Certified communications designer (Graphics and fashion)

09 / 2004 - 09 / 2005 **Ludwig-Maximilians-Universität München / law**

09 / 1995 - 07 / 2004 **Gymnasium Unterhaching / High School**

## SOFTWARE SKILLS

very good knowledge in **InDesign, Photoshop, Illustrator, XD and Acrobat**  
good knowledge in **MS Office Word, Excel and Powerpoint**

## STAYS ABROAD

10 / 2013 - 12 / 2013 **South East Asia / Thailand, Cambodia, Laos, Vietnam**  
Thuy An Rehabilitation Centre for handicapped children  
(Care for handicapped children aged 6-16 years)

09 / 2009 - 10 / 2010 **London, England / Study at Middlesex University**  
Bachelor of Arts: BA Visual Communication Design (Graphic Design)  
Spanish language courses (level A2 and B1)

03 - 06 / 2009 **Valencia, Spain / Language school Enforex**  
Spanish Intensive Course - certificate (level A1 and B1)