

FLOR STURA

ART DIRECTOR
SENIOR GRAPHIC DESIGNER
CALLIGRAPHER ARTIST

Barcelona



PROFILE

Multidisciplinary designer, specialized in the offline world, in the use of typography and creating pieces with calligraphy. Aesthetic sense and eye for detail and graphic artist.

florstura.com

florstura@gmail.com

[@florstura](https://www.instagram.com/florstura)

EDUCATION

Postgraduate Degree

Art Direction in Advertising and Digital Media.

IDEP · Barcelona · 2017 - 2018

Degree

Graphic design

USAL · Buenos Aires · 2011 - 2014

Courses and workshops

Buenos Aires

- Tiratrazos con Roballos Naab
- Decografía con Estudio Bosque
- Letter Inc con Guille Vizzari
- Lettering for the masses con Ale Paul

SKILLS

- Photoshop - Illustrator - InDesign
- After Effects
- Figma
- Photography and retouch
- Calligraphy and lettering
- Spanish (native) and English B2

EXPERIENCE

• Graphic Designer Offline

Desigual HQ · Barcelona · 2019 - 2023

Part of the Creative Studio in the area of offline. Also giving support to the digital team.

- Create the graphics guidelines for the campaigns that every touchpoint apply to their designs.
- Editorial design, magazines, catalogs and fanzines of the different collections.
- Materials for point of sale. Supplier search, printing follow-up.
- Final art of all the materials.
- Creativities for social media and digital magazine.
- Packaging design for the partnership collaboration.
- Product label and pricetags.
- Brand guidelines.
- Icons design.
- Presentation design.

• Graphic Designer

Herraiz Soto · Barcelona · 2018 - 2019

- Editorial design, brochures.
- Final art of all the materials.
- Creativities for social media.

• Graphic Designer Digital

Capitán · Buenos Aires · 2016 - 2017

- Illustrations and animation for social media
- Creativities for social media.
- Photo retouching

• Graphic Designer and Art Director

Vespa Media · Buenos Aires · 2015 - 2016

- Managing the design team that works with 74 brand.
- Photo retouching.
- Creativities for social media.
- Art direction of all the content.