

Nuria Rodríguez Balaguer

Illustrator · Sustainable Graphic Designer

Since 1985, I have explored places like Madrid, New York, Menorca, and Alicante, where I have learned and been inspired by every corner.

I am an Illustrator and Graphic Designer with a clear commitment: to preserve nature and planet Earth. That's why I decided to specialize in **Sustainable Design**, where aesthetics and functionality merge. Each project can be an opportunity to contribute my bit to the fight against climate change.

My background in Advertising and Art Direction adds a strategic dimension to my artistic expression. Additionally, I am also a Teacher, a space where art and knowledge intertwine.

Professional Experience:

Freelance in Illustration and Graphic Designer:

- 2006 - Present: Working as a freelance illustrator, art director and graphic designer in different projects.
- 2023 - Present: Sustainable project with MasQi, a boutique resort specialized in spiritual retreats in the Sierra de Mariola, Alicante.
- 2018-2022: Various sustainable projects with Alai Zimmermann, a chef and floral artist from Menorca.
- November 2018 - Present: Collaborating at Driven (International Marketing and Communication Agency).
- Children book for Kar Ben publishing house (New York).
- Cover for the 2017 Kar Ben calendar (New York).
- Collaborating at Advocate Art agency (2017).
- Illustration works like the editorial SM Spain in some schoolbooks.
- Corporate identity, wine labels, etc. for some products of Cosafina.
- Different projects of: Corporates identities, billboards, etc.
- Personal projects of children's books.
- Art Toys for events and exhibitions.
- Collaboration on the exhibition "The Doors Music Pill" in Siroco bar, Madrid. February 2017.

Art Director:

Freelance at Bungalow25 Circus Madrid (various projects).

- Working with brands like AXN, Santalucía, Caser, Floopex, Coca Cola, Royal Bliss, Netflix and actual briefs of the agency.

Freelance at Pool CP Madrid.

- Working with brands like Eroski and actual briefs of the agency.

Internship at Leo Burnett Madrid.

- Working with brands like Orange, Axa, Vips, Jeep and actual briefs of the agency.

Internship at 360i New York.

- Working with brands like Oreo, Smirnoff, Toyota, SBP and actual briefs of the agency.

Internship at McCann Madrid.

- Working with brands like Coca-Cola, Powerade, Sugarpova, Banco Santander and actual briefs of the agency.
- Shooting ads, casting and radio commercial recordings.

Graphic Designer:

- September- November 2017: Freelance collaboration with some projects in MasBe at Madrid.
- December 2010 - October 2011: Graphic designer at the Graphic Agency PG&D at Madrid.
- November 2010: Graphic designer for Apurva association.
- Internship at Marfil Publishing House (Alcoy, Alicante).

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Skills:

Graphic Design · Sustainable Design · Packaging Outdoor · Corporate Identity · Creative · Strategy Illustration · Concept Development · Retouching Digital Photography · Brands · Digital Illustration

Languages:

Spanish - *Mother tongue* · English - *Fluent* ·

French - *Standard level*

Teaching:

EASD, Escuela Superior de Diseño de Valencia.

- Subjects of graphic Design Degree (1st, 2nd, 3th). February 2024 - July 2024.

ESI, Escuela Superior Internacional de Diseño, Murcia.

- Subject Photoshop, Illustrator, Indesign in 1st & 2nd of Associate Degree in Visual Arts and Design, Illustration and Subject Project Presentation in 2nd Interior Design Degree. October 2020 - July 2024.

Barreira A+D School, Valencia.

- 72 hours Photoshop, Illustrator and Indesign course of specialist Graphic Designer. Teaching the same course in different months. January - June 2019.

CICE, the professional school of new technologies, Madrid.

- 80 hours Photoshop course in Cáceres CICE Companies. November - December 2018.
- 24h Photoshop summer course at CICE, Madrid. July 2017.
- 90h Photoshop course in Badajoz CICE Companies. February- March 2017.

November 2016: Teaching classes of Graphic Design (.Psd and .Ai)

Awards:

- Nomination in D&AD awards 2013.
- Second prize at Tiger Store Contest.
- Finalist at "Premio Lazarillo Álbum Ilustrado" 2014.
- Bronze at the Iberoamerican Ad. Comunicación Festival, El Sol.
- Finalist at the "Rómpete el coco" awards (Alicante, Spain).
- Finalist at the "Verge dels Lliris d'Alcoi" awards (Alicante, Spain).
- Finalist at the European Union presidency logo design awards 2009 – 2010.
- Merit at "CXXIV Cavalcada Reis Mags Alcoi 2009" awards.
- Finalist at "Luz y Sombra" awards in Juan Gil Albert institute.
- Finalist for the T-shirt design at Alcoy Art School.

Education:

- Art Direction Portfolio program at Miami Ad School.
- 3 years Degree of Graphic Design at Alcoy's Art School, Spain.
- Advertising course "El Purgatorio Creativo" in Alicante, Spain.
- Associate Degree in Visual Arts and Design, Illustration Major at Alcoy's Art School, Spain.
- Serigraphy course at El Zulo Azul, Madrid.
- Teachers Training Master's Degree, Elche, Spain.

