

Daniela Buitrago—

Communications & Graphic Designer

Hi! I am a Vancouver-based designer inspired by the world of Art history, books and technology. I work across different disciplines for individuals, brands and businesses on print and web.

Education

Diploma in Art History
University of British Columbia
2019 - 2020

Bachelor of Design
Major in Communication Design
Emily Carr University of Art & Design
2012 - 2016

Softwares

Adobe Creative Suite
Microsoft Office
Wordpress/ Squarespace

Skills

Brand Strategy
Editorial Design
Web Design
Photography
Illustration
Exhibition Design
User Experience (UX)
Prepress + Print Production
Art & Creative Direction
Project Management
Writing & Communications Skills

Licenses & Certifications

- Provisional RGD
- Digital Textile Design Course Completion
Central Saint Martins - July 2019
- UX Design Masterclass Course Completion
Filament Creative - June 2020

Volunteer Experience

- Member of RGD's Education Committee
- Director ex-officio (RGD's Board of Directors)
- Graphic Designer for the UJAH Journal at UBC

Experience

Full-time Freelance Graphic Designer
(May 2020)

Graphic Designer

Henriquez Partners Architects *(August 2018 - August 2019)*

- Consistently created high-quality designs for print and digital platforms following Henriquez Partners' graphic and brand standards. These include the production of web and information designs, award submissions, proposals, promotional materials and internal design projects. I also designed project reports and open house display boards for The Oakridge Redevelopment project, an urban mixed-use community spanning 28 acres.

Communications Designer

Tickit Health *(August 2016 - June 2018)*

- Designed and executed a new brand identity and brand strategy that increased the company's recognition in the market.
- Supported a software developing team providing design guidelines, new icons, colour palettes and templates that improved the end product.
- Clients include Sinai Health System, Seattle Children's Hospital, Coast Mental Health, and San Francisco Health Network.
- The product Won the AARP Caregiver Quality of Life Challenge at Health 2.0 - Santa Clara, CA, October 2017.

Creative Director / Designer

Woo Magazine *(May 2014 - April 2016)*

- Accountable for administrative duties, managing schedules and budgets, and overseeing submissions.
- Worked alongside the Art Director to create strong and unique concepts, visuals and layouts for the publication.
- Managed the printing process by contacting printers, evaluating paper choices, approving proofs and prepress file production.
- During my tenure, for the first time in its history, the magazine won six design recognitions for print design: Applied Arts Student Awards (2015 & 2016), Veritiv uVU Awards (2016), Salazar Awards (2015 & 2016), and HOW International Design Awards (2015).

Design Research Assistant

Health Design Lab at Emily Carr *(June - Dec 2015)*

- Developed brand identity and communication materials for Health Information Management Services of BC.
- Prepared and conducted co-creation and research workshops for Sunny Hill Health Centre for Children as well as designing report templates and provided new user flows for the current system and future digital system.

Contact +1 604 446 3513 / danielabuitragocastel@gmail.com / www.danielabuitrago.com