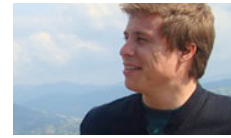


Carlos Pi



GRAPHIC DESIGN • INTERACTIVE DESIGN • STRATEGIC COMMUNICATION

CONTACT

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PROFILE

Senior communications and design professional with strong project management and interpersonal skills. Professional background in graphic design, interactive design and branding, with a solid understanding of social media, public relations, marketing and advertising strategies. Extensive experience in client handling and local stakeholder relations as well as copywriting and design for environmental communications in all media: online, print, events and ambient media.

EXPERIENCE - See www.carlospi.com

Freelance

2010 - present

Design and communications consultancy for various agencies and international clients.

HEAD OF COMMUNICATIONS, Galapagos National Park, Galapagos Islands

2006-2009

Project management, strategic communications and writing/design/production of a wide range of products for the National Park Service through Araucaria XXI, the conservation and sustainable development project of the Spanish International Aid Agency in Galapagos. Projects include the Galapagos National Park Communication, Education and Participation Strategy 2008-2012. Worked with: WWF Galapagos, Charles Darwin Foundation, WildAid, Conservation International and Ministry for the Environment (Ecuador).

CREATIVE DIRECTOR, Carrots S.A., Barcelona

2003-2005

Creative direction and design for a young and fast-growing advertising and marketing agency. Clients included ISDIN, Danone and Hoteles Catalonia.

SENIOR INTERACTIVE DESIGNER, Fitch London

1999-2001

Online strategies and interface design for large-scale online projects and digital brand extensions for new and established names. Clients included SONY, totaljourney (Railtrack), Lucky Strike and Oasis Stores.

SENIOR WEB DESIGNER, Bluewave Ltd., London

1997-1999

Creative direction and web interface design for well known global brands and FTSE 100 companies, including Reebok Europe, Volkswagen, Grey Advertising, The Partners, TNT Couriers and many others.

WEB DEVELOPER, IN.form Research Design Development, London

1996-1997

Design and coding for web and multimedia applications for clients such as the Business Design Centre, Grey Advertising and Sun Alliance.

COURSE TUTOR, Association for Cultural Advancement Through Visual Arts (ACAVA), London

1998-2001

Course writer and tutor for a number of digital arts, web design and development courses for young adults and established traditional media creatives and artists, with a strong emphasis on practical work experience. Clients include the Portobello Jazz Festival.

EDUCATION

MA Typo/Graphic Studies, London College of Printing, 2001-2002

BSc Physics w/ Computer Science, Brunel University, 1992-1996

REFERENCES

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