

LISBET CORCOBA

FREELANCE GRAPHIC DESIGN

NYC, NY

Tel. 786.473.3764
lisbet.corcoba@gmail.com
www.lisbetcorcoba.com

1 de 2

AREAS OF EXPERTISE

More than a decade of experience in the graphic field, creating concepts, design and production for a diverse range of clients, across multiple industries. Major design experience includes: Art Direction, Print, Print Production, Editorial, Digital Publishing, Advertising, Digital.

Capacity to capture the individual brand identity to create solutions attached to the brand needs. Attention to detail and ability to deliver on extremely high standards, in terms of quality, style and clarity.

Research, creation and execution of new concept. Development of accurate layouts and mechanicals for print production as well as Image optimization for digital platforms.

Extense knowledge of the Latin American market.

A lifelong passion for the power of branding and graphic design.

INDUSTRIES | Fashion & Beauty, Food, Beverage & Hospitality, Technology, Entertainment, Non Profit

EXPERT IN | Indesign, Illustrator, Photoshop **SKILLED IN** | Wordpress, After Effects, Digital Publishing Suite

INTERESTS | Research and Concepting, Photography, Color, Illustration, Fabric Prints

EXPERIENCE

2012 - PRESENT, New York City

Freelance Graphic Designer/Director/ Production. Work in-house and independently for various clients:

Jo Malone, Graphic Design and Production

Colorbox TV (Cooking Channel TV, Food Network, Duracell, Cocoa Fab TV), Art Direction

Yellowstone National Park, Art Direction and Illustration

Chef Scott Conant, Graphic Designer and Production

Genius Pack, Art Direction

Ruven Afanador, Art Direction

Kreativ Insikt, Graphic Design and Illustration

On site at **TAG Worldwide**, Graphic Designer and Production
Avon, Deutsche Bank, Diageo Brands: Johnnie Walker, Buchanan's

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2 de 2

2010 - 2012, Miami, Florida

MarketLogic. Marketing and Communications Agency based in Miami, Florida

Graphic designer and Production. Technology, entertainment, banking, cosmetics, and automotive industries.
Clients: Samsung, Dior, MasterCard, Häagen Dazs, etc

2009, Bogota, Colombia

Advertising Agency Sancho BBDO Worldwide

Art Director. Project management from concept to final art and print. Designed packaging, illustrations, collateral and point of sales material for fairs and events. Clients: Colombia is Passion: the Colombian country image campaign. Proexport: Exportation, Tourism and Investment of Colombia.

2007 - 2008 Bogota, Colombia

Advertising Agency Lathink Bogota, Colombia

Art Direction. Developed preliminary concepts and layouts for photo shoots, original designs for packaging, corporate identities and marketing print materials. Clients: Azaléia Brazil, NAFNAF, Esprit, Chevignon, Philips, Corningware, Pyrex, Corelle, Chicago Cuterly, Bodum, Cuisinart, Aquapetz, Disney, Hasbro, Lego, Rubiks.

2005 - 2006

Advertising Agency Leonard & Montoya Bogota, Colombia

Art Direction. Clients: DuPont Colombia, Maizena, Unilever, Superricas, Colpatria Bank, Shering Plough, Chamber of Commerce Confecamaras.

2004 - 2005, Havana, Cuba

Sol Meliá Hotels & Resorts, Cuba. In-house Agency.

Graphic Designer. Print design, stationary, promotional material, packaging, newsletters.

2002 - 2004, Havana, Cuba

Salsa Cubana Magazine. EGREM. Cuba

Graphic Designer and Art Direction. Music's Magazine intended to promote cuban music. Layout and final pre-press. Also designed corporate identities, stationary suites, posters, fliers and promotional materials.

EDUCATION

2008 - Photography. Postgraduate Course. Jorge Tadeo Lozano University, Colombia.

2004 - Documentary Filmmaking Postgraduate Course, UNEAC, Cuba.

1998 - Superior Institute of Industrial Design, Cuba. Industrial Design