

# LISBET CORCOBA

## GRAPHIC DESIGNER

### NYC, NY

Tel. 786.473.3764  
[lisbet.corcoba@gmail.com](mailto:lisbet.corcoba@gmail.com)  
[www.lisbetcorcoba.com](http://www.lisbetcorcoba.com)

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## 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.
- Capacity to capture the individual 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.
- Development of accurate layouts and mechanicals for print production as well as image optimization for digital platforms.
- Research, creation and execution of new concepts.
- 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

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

## EXPERIENCE

### 2012 - PRESENT. New York City

Freelance Graphic Designer / Art Director / Production. In-house and independent for various clients:

- Eileen Fisher. Graphic Design and production
- Jo Malone. Graphic Design and Production
- Ruven Afanador. Art Direction
- Yellowstone National Park. Art Direction and Illustration
- Chef Scott Conant. Graphic Design and Production
- Genius Pack. Art Direction
- Kreativ Insikt. Graphic Design and Illustration
- TAG Worldwide. Graphic Designer and Production (Avon, Deutsche Bank, Diageo Brands)

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**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

**2005 - 2009. Bogota, Colombia**

2009

Advertising Agency Sancho BBDO Worldwide

Art Director. Project management from concept to final art and print.  
Clients: Colombia is Passion: the Colombian country image campaign. Proexport: Exportation, Tourism and Investment of Colombia.

2007 - 2008

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.

**1998 - 2005. Havana, Cuba**

Sol Meliá Hotels & Resorts, Cuba. In-house Agency. Salsa Cubana Magazine. EGREM. Cuba

**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