

Sofia Bestard

Contact

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Profile

I am an ambitious and prolific designer with a broad knowledge and experience with a wide range of print, product and experiential design. I enjoy working with clients to create a design product that clearly expresses the essence of their business and personality with an innovative and creative vision.


EDUCATION

Mar 2011 - Dec 2019

Industrial design

(Bachelor)

Buenos Aires University.
Faculty of Design,
Architecture and Urbanism
Buenos Aires, Argentina.

 *Oct 2021 - Dec 2021*

UX/UI

(Course)

Coderhouse.
Practices related to user
experience and interface
design.



EXPERIENCE

/01

SDS Cartelería
Production Designer

Dates of employment:
Feb. 2009 - Jan from 2011
Location: Neuquén, Argentina

Preparation of graphic pieces
for printing.
Development of custom designs.
Graphic design and multimedia
pieces for application in signage,
communication pieces and interiors.
Graphics machinery management.

/02

All About Sales
Graphic Designer

Dates of employment:
Apr. 2013 - May. from 2014
Location: Asunción, Paraguay

Design of graphic and multimedia
pieces for marketing and sales
conferences, as well as brand
development, general aesthetics
and presentation of speakers.
Remote position.

/03

CIDI
(Research Center in
Industrial Design of
Complex Products)
Industrial Designer

Dates of employment:
Jan. 2018 - Dec. of 2019
Location: Buenos Aires, Argentina

Development of innovative products
at the productive and conceptual level.
3d development of the same,
presentation of products, renderings
and planimetry.
Developing of product's positioning
and messaging to appeal to the
audience.
Showcase of products and services
in context through visual communications.

Skills

Creativity
Communication
Time-Management
Teamwork
Research

Softwares

 Illustrator
Photoshop
InDesign
Acrobat
Corel Draw

 Rhino
Cinema 4D
Solid Works

 Figma
Adobe XD

EXPERIENCE

/04

View & Act
Art Director/Industrial
Designer

Dates of employment:
Mar. 2019 – Nov. 2021
Location: Buenos Aires, Argentina

Graphic and Multimedia Design for events and business events abroad.
Conceptual and aesthetic development of business events and actions.
Global design of the company brand and aesthetic guidelines
Development of multimedia pieces for networks.

Brands I worked with

 LOGICALIS

 MetLife

VEEAM

 SAP

 Red Hat

NOKIA

 HUAWEI

 Prudential

/05

Freelance
Graphic Designer

Dates of employment:
Jan. 2015 - Dec from 2020
Location: Remote

Liaising with clients to determine their requirements and budget. Managing client proposals from typesetting through design, print and production. Briefing and advising clients with regard to design style, format and print production.
Developing concepts, graphics and layouts for product illustrations, company logos and websites determining size and arrangement of copy and illustrative material, as well as font style and size. Preparing rough drafts of material based on an agreed brief.
Reviewing final layouts and suggesting improvements if required.

/06

Freelance Interior
Designer

Dates of employment:
Jan. 2019 – Present time
Location: Remote

Source new projects. Understand the goals of the client. Determine the requirements for the project. Maximize space usage, while considering easily mobility through the space. Make sketches of the initial design plans, including partition layouts and electrical considerations. Specify furnishings and other materials like flooring, lighting, wall finishes, furniture, and plumbing fixtures. Estimate all cost components of the project. Oversee the execution of the project.

Languages

Spanish
English



Industrial Designer

ABILITIES

Monitoring and production of products.
Organization of tasks and priorities.
Management of suppliers and organization of the team to carry out an orderly and successful project

Experience with:

Interior 3d modeling, development of large projects with a large number of pieces.
Development of experimental products and complex parts. Performance tests, production drawings and failure testing.



Graphic Designer

Exceptional creativity and innovation. Excellent time management and organizational skills.
Accuracy and attention to detail. An understanding of the latest trends and their role within a commercial environment.

Experience with:

Development and design of corporate identity elements for different applications.
Design of internal and external communication pieces.
Compose the design of digital and printed editorial pieces.
Work oriented to the fulfillment of quality control processes, pre-printing and graphic counter-printing.
Adapt graphic designs of the external agency to new formats of communication.
Management of different platforms and the design of adapted digital pieces.
Creating and editing institutional videos, among other projects.



UX / UI

Research: with stakeholders, ethnographic, 1 to 1 interviews.
Evaluations: heuristic evaluations, benchmarks, usability tests.
Data analysis: KPI's, metrics.
Information architecture.

Knowledge:

Validation of a project through different methodologies and activities. Skills in agile methodologies. Capable to substantiate the design decisions of the project clearly. Design methodologies for projects, and design disciplines.