



# NATALIA LAURA ROJAS BILBAO

GRAPHIC DESIGN & VISUAL COMMUNICATION

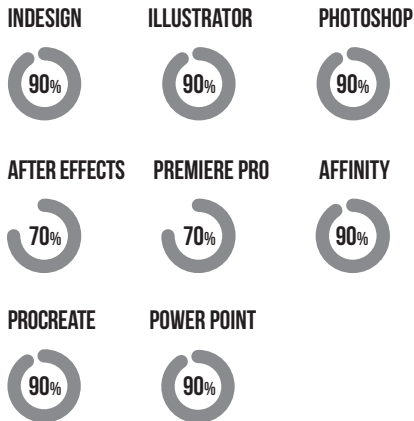
## THAT IS ME:

- CURIOUS
- SOLUTION ORIENTED
- TEAM PLAYER
- ATTENTION TO DETAIL
- RESILIENT

## PERSONAL INFORMATION

DAY OF BIRTH: 1<sup>ST</sup> APRIL 1973  
 PLACE OF BIRTH: BUENOS AIRES, ARGENTINA  
 NATIONALITY: ARGENTINIAN & SWISS  
 PORTFOLIO: [WWW.SILVERQUEENDESIGN.CH](http://WWW.SILVERQUEENDESIGN.CH)

## SOFTWARE SKILLS



## LANGUAGE SKILLS



## WORK EXPERIENCE

### PWC ZURICH

JUN. 2022 - MAY 2023

Birchstrasse 160, Zurich  
 Graphic Specialist in Document Production Team (Assurance):  
 Formatting Proposals, Reports, presentations and templates according to the firm's corporate identity guidelines or conforming to the client's request.  
 Design and production of printed material, interactive documents, photo retouching, creation of information graphics and illustrations using Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat DC) Microsoft Office Programms (PowerPoint) and Google Slides. Coordination with internal Print Center, final quality check, delivery and handling in. Advising internal client on gestaltung, implementation and planning.

### MAISON MOLLERUS AG

DEC. 2021 - MAR. 2022

Seestrasse 74, 8703 Erlenbach  
 Marketing & Sales Assistant  
 Marketing: Design of Communication Mediums (Ads, Posters, Banners, Vouchers, Online graphics, image editing, etc.) Sales Assistant: Design of Ordersheets Booklet, Presentation of Seasonal Collection, attend customers in person the flagship store and over the phone, processing orders of private and whole-sale customers.

### BISCHOFBERGER AG

SEP. 2018 - NOV. 2021

Alte Winterthurerstrasse 14B, 8304 Wallisellen  
 Grafikdesign & Marketing  
 Design of Communication Mediums (weekly specials, new arrivals, product offers, liquidation list, etc). Design of online and print Ads, packaging design, packaging labels, design of price and sales lists (including external clients), cards. Product photography and image editing. Homepage maintenance B2B platform, further development of CI, etc.

### CHRISTLICHES ZENTRUM BUCHEGG

2003 - TODAY

Hofwiesenstrasse 143, 8057 Zürich  
 Volunteer: Design of flyers & roll ups for concerts and events, cover for a music single, mission brochure, birthday cards, community newspaper, etc.

### RHZ SPRACHEN - PRO LINGUIS

OCT. 2003- NOV. 2021

Oberdorfstrasse 8, 8001 Zürich  
 Spanish Teacher for adults, groups & private classes



«CREATIVITY IS THE ROOM FOR FANTASY,  
WHERE THE IMPOSSIBLE BECOMES TRUE»

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## WORK EXPERIENCE

### ○ BERUFWAHLSCHULE EFFRETIKON

FEB - JULY 2010

Lindenstrasse 12, 8307 Effretikon

English Teacher for adolescents (10th grade)

### ○ ROLF FLECKENSTEIN MEDIA

2001 - 2003

Alte Landstrasse 168, 8800 Thalwil

Rolf Fleckenstein, Publisher and editor-in-chief.

Layout & Design: Sport Agenda, Hotel Revue & Flyers

### ○ DOWNTOWN ARGENTINA S.A.

MAY - DEC. 2000

Fitz Roy 2252 (1425) Buenos Aires, Argentina

Segio Pollaccia, CEO and Creative Director

Trainee in Graphic Design: Logos and Brochures

### ○ DREYFUS COMUNICACIONES S.A.

JAN - APR. 2000

Federico Lacroze 2185, Loft 6 (1426) Buenos Aires, Argentina

Gabriel Dreyfus, President and Creative Director

Internship in Graphic Design: Logos and Ads

### ○ LA SEMANA DEL SUR (NEWSPAPER) / IMAGEN LATINOAMERICANA (MAGAZINE)

1997 - 1999

1431-B East 41 ST. Tulsa, Oklahoma 74105, USA

Guillermo Rojas Alcocer, Editor in Chief and Publisher

Graphic Design & Text Editing: design of ads, translation from English to Spanish, proofreading and editing of texts.

### ○ THE MCMANUS GROUP PUBLISHING

MAY - AUG. 1999

1116 East Dewey Ave. Sapulpa, Oklahoma 74066, USA

Daniel McManus, President

Internship in Graphic Design: Layout of "Wordspan" Travel Magazine

### ○ CARNEGIE ELEMENTARY SCHOOL

1997 - 1999

4309 East 56 ST. Tulsa, Oklahoma 74135, USA

Ellen Dush, Language Coordinator

Spanish Teacher: Spanish as a Second Language for children





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«I PASSIONATELY SEARCH FOR  
INFORMATIVE, ENTERTAINING OR SENSORIAL  
VISUAL SOLUTIONS..»

## AWARDS

 Interstate University Competition:  
Brass Ring Awards, March 1999  
3<sup>rd</sup> Place Advertising Campaign: Sports and More

 Tulsa Community College, 1995-1996  
Dean's Honor Roll for all semesters  
Student satisfying grade point averages

 Escuela Nacional Superior Nr. 11, 1994  
Final Grade for Practicum Teaching 10 points  
(equivalent to A),

 Foto Club Buenos Aires, 1989  
Honor Mention for Photography:  
El Olvido - The Oblivion

## EDUCATION

2015- 2017  **FACHHOCHSCHULE NORDWESTSCHWEIZ FHNW /HOCHSCHULE FÜR GESTALTUNG UND KUNST  
INSTITUT VISUELLE KOMMUNIKATION, BASEL**

Freilager-Platz 1, 4142 Münchenstein  
Graduate September 2017  
Master of Arts FHNW in Design with specialization in  
Visual Communication & Iconic Research

1997 - 1999  **OKLAHOMA STATE UNIVERSITY (OSU)**

Okmulgee, Oklahoma, USA  
Graduate April 1999  
Associate in Applied Science Degree  
Graphic Design Technology

1994 - 1996  **TULSA COMMUNITY COLLEGE**

Tulsa, Oklahoma, USA  
Graduate December 1996  
Associate in Arts Degree

1991 - 1994  **ESCUELA NACIONAL SUPERIOR NR. 11 "DR. RICARDO LEVENE"**

Buenos Aires, Argentina  
Graduate im 1994  
Preschool Education (Kindergarten Teacher)

1991 - 1992  **UNIVERSITY OF BUENOS AIRES (UBA)**

Buenos Aires, Argentina  
Faculty of Architecture, Design und Urbanismus  
Two years of study: CBC ([www.cbc.uba.ar](http://www.cbc.uba.ar)) and 1st. Graphic Design year

## FURTHER EDUCATION

2015 - 2017  **SCHULE FÜR GESTALTUNG BASEL (SFG BASEL)**

- Type Design and Calligraphy (Katherine Wolf)
- Typography / Layout (Marianne Diethelm)
- Typographic Design with InDesign (Christoph Stadelmann)



«IT'S THE LITTLE DETAILS THAT  
MAKE THE DIFFERENCE»

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## FURTHER EDUCATION

### WORKSHOPS IN SCHULE FÜR GESTALTUNG BASEL

MAR. 2017

- Blackboard Lettering with Romana Moser

### MEDIEN FORM FARBE - BERUFSSCHULE FÜR GESTALTUNG

08 APRIL 2017

- 14. Tag der Schrift ([www.tagderschrift.org](http://www.tagderschrift.org))
- Penmanship Workshop with Mustafa Ruckstuhl

### WORKSHOPS IN FHNW

06 - 10 FEB. 2017

- Collage Workshop with Julia Geiser

17 - 21 OCT. 2016

- Tapei Conference: Kanji Cooker Workshop – Japanische Calligraphy

21 - 25 JUN. 2016

- Summer Workshop Type Design with Prof. Philipp Stamm

15 - 19. FEB. 2016

- Book Cover Design Workshop with David Schwarz

### MEDIEN FORM FARBE - BERUFSSCHULE FÜR GESTALTUNG

2009

- InDesign Beginner Course

## LANGUAGE EDUCATION

### KULTURZENTRUM SALTA ([HTTPS://KULTURZENTRUM.COM.AR](https://kulturzentrum.com.ar))

FEB. 2021 - TODAY

Online German Classes B1/B2 (Group & Private Classes)

### ABC DEUTSCHKURSE

FEB. 2018 - DEC. 2019

- German Level B2

MAY 2013 - JULY 2015

- German Level B1

### WBK WEITERBILDUNGS-KURSE DÜBENDORF

2010 - 2011

German, Focus on Writing and Grammar B1 - B2

### EB ZÜRICH

APRIL 2007

German B1, German Certificate DZ Standard 2/2



# NATALIA LAURA ROJAS BILBAO

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## HOBBIES

FITNESS

ART

CALLIGRAPHY

READING

## CONTACT



NATALIA ROJAS BILBAO



NATALIA\_ROJAS\_BILBAO



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WWW.SILVERQUEENDESIGN.CH



044 945 24 61 078 684 96 76



BURGSTRASSE 12, 8604 VOLKETSCHWIL

## LANGUAGE EDUCATION

### AKROTEA.CH

2005 - 2007

German Course & German Exam 1 of Goethe Institute A1



BIRTH OF DAUGHTER (2004) AND SON (2001)

NOV. 2001 - JAN. 2004

### KLUBSCHULE MIGROS

MAR. - SEP. 2001

German Intensive Courses

### ORAL ROBERTS UNIVERSITY (UNIVERSITY LANGUAGE INSTITUTE)

GRADUATE DEC. 1994

English Language Studies

### TULSA COMMUNITY COLLEGE

1991 - 1992

English as a Second Language

## TRAINING EDUCATION

### PARTICIPATION IN FURTHER TEACHING COURSES TO RELATED THEMES:

1991 - 1992

- Health Education: Drugs, Alcohol, HIV & Cancer Prevention
- Youth Protection
- Violence or Vigor: A Challenge in Growth
- Expression and Communication
- The book and the Image Culture

### FOTO CLUB BUENOS AIRES

1988 - 1989

Beginners Photography & Intermediate Courses

### REFERENCES

Will be gladly provided upon request