CV

ifita

vision + comms

Itamar Ferrer

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hello!

Welcome! This is a bit of my work-life (so far...)

I consider myself an applied imagination designer- both creative and analytical. With the ability to present creative problem solving, find and present opportunities using a bag of creative skills and tools under a clear philosophy.

I am most content when my work focuses on a people-centred approach to develop vision and communication strategies, services and touch-points designed for organizations that I share core values with.

I'm a conceptual thinker and creative translator all the way through to implementation. I believe products and services need a better sense of clarity and communication with a higher level of social understanding- - both in digital and physical terrains

A continuous curiosity in about people, design, sustainability, communication, photography, innovation, technology lets me take small leaps into the future and initiate various projects. Beginnings seem to be the most exciting and tasty moments.

I'm confident within multidisciplinary team work and design process from initial brief to final product, including qualitative and observational research . Comfortable communicating and building excellent working relationships with clients and partners to deliver end products.

I understand the creative workspace and flow without disregarding the management processes that make them happen. This has enabled me to fulfill creative leadership, strategic and management roles.

info

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education

MA Design Studies / 2007. Distinction
Central Saint Martins College of Art and Design
University of the Arts London. UK

Project VAIN (Voice Avatar Image Node) was developed as a conceptual approach reacting to the culture of impersonal digital interaction. It conceptually explores the field of spoken word and personal image representation looking at the impact of technology in society, the future of identity and the process of communication, aiming to answer the question "How to challenge the ritual of presenting yourself, morphed by the consumerism of digital social networks?"

Via means of presenting ourselves, through what our voice can look like, it integrates spoken word and identity, challenging the concept of emerging/ubiquitous technology.

BA Graphic Design. 1996-2001
Universidad del Zulia
Faculty of Architechture and Design School of Graphic Design
Maracaibo, Venezuela

professional experience

The Conspiracy Group
Freelance cliente, September 2011-ongoing
Role: Development and design of inspiration boards for creative pitches. Working closely with Design director, providing design and input for conceptual short films. Designs created for commercial clients such as Samsung, Pepsi, Cadbury and GSK.

FLiP - Online crowd-sourced skills assessment tool for young people
(Part of NESTA Reboot Britain programme)
November 2010 - December 2011
Role: project lead responsible for creative input in all aspects of visual communication and maintenance of promotion and social media coordinating.
Leading the project management and collaborating on the strategic development.
Management of communications and relationship between front line delivery partners .

Senior communication / design strategist
Design Against Crime Research Centre
February 2008 - present (Freelance Staff)
Innovation Centre.
Central Saint Martins College of Art and Design
London, UK
Role: Development and design of communication strategies for design led and socially responsive research projects developed in the centre for printed and digital media. Participation in user testing, team planning and development meetings.

Tutor MA Applied Imagination (cover)
Central Saint Martins College of Art and Design
April - May 2011
Role: prepare for and deliver learning experiences to students, participate in the formative and summative assessment, contribute to course and curriculum review, development and planning and contribute to the management of student learning activities.

Research Centre Administrator
Textile Futures Research Centre, Central Saint Martins College of Art and Design
August 2010 - ongoing
London, UK
Role: research centre administration, including coordinating communications with associates and members, assisting in marketing workshops, website maintanance and development of communication and promotional material.

Design Assistant (Intern). Design Against Crime
June 2007 - September 2007
Design Against Crime Research Center. Innovation Center.
Central Saint Martins College of Art and Design. UK
Role: Development and design of communication strategy for the Grippa Research project, implemented in the city of London.

Co-founder and Creative Director of Squadra Diseño
November 2000 - 2006
Graphic Design Studio. Venezuela
Role: A few months before I graduated I co-founded, a graphic design studio in Maracaibo. A small business with a divesity of clients, from local to international. Involved in every step of the design process, from client briefing to final product. Dedicated to corporate identity, graphic interiors and multimedia.

Teacher of Design for Digital Media, postgraduate diploma
October - November 2006 (Part time)
URBE. Universidad Rafael Belloso Chacín. Venezuela
Subject area: Planning, Legislation and Promotion for web page design (Units 1 & 2)

Teacher of Form Theory
First Semester
September 2002 - February 2003
Tecnologico UNIR
Graphic Design Department. Design School. Venezuela
Role: Teacher of Form Theory. 3 hours per week

Teacher Assistant
2000 - 2001
BA Graphic Design Course. Workshops III and IV
Universidad del Zulia.
Faculty of Architecture and Design. Department of Graphic Communication. Graphic Design School. Venezuela
Role: I collaborated in evaluating students with the Head tutor. Worked with the students in class as a guide through the design process, sharing my experiences as fellow student during my final year.

Graphic Designer
1997-1999
MACZUL - Museum of Contemporary Art, Zulia
Venezuela
Role: Began as a part-time tour guide. Soon after, I was put to work on the designs for the internal design material of the Museum. Produced printed material for the different exhibitions on display. Under supervision of the Exhibition Department meeting once a month with the head designer to discuss guidelines and concepts for the general design style.

awards and distinctions

2009
Winner of European League of the Institutes of the Arts(ELIA) international competition
NEU NOW Festival visual identity. www.neunow.eu

2007
Short listed. British Library Competition for postgraduates "Breaking The Rules". Embracing the Spirit of the Avant-Garde
http://www.bl.uk/onlinegallery/features/breakingtherules/competition.html

2007
Recipient of Alban Scholarship for Postgraduate studies
Course: MA Design Studies
Central Saint Martins College of Art and Design
University of the Arts London. UK

2007
Winner of Logo design competition "Pathfinding week"
Students Union. University of the Arts London. UK

2007
Winner of Logo design competition "IDEAL"
Students Union. University of the Arts London. UK

October - December 2004
Recipient of Scholarship by Fundacion Carolina
Course "El Diseño e Innovación en España" (Design and Innovation in Spain)
Madrid, Spain

2003
First place Multimedia Design 'Squadra Diseño'
Culture Department of City Council Digital Art Exhibition competition. Venezuela

2001
Top 25% of graduate class
School of Graphic Design. Faculty of Architecture and Design Universidad del Zulia Venezuela

1998
Special recognition for Crayon Holder and Display packaging design.
National Congress of Design. Complejo Educativo Sucre. Extension Valencia, Carabobo Venezuela.

1998
Student Honors List. (Top 5%)
Faculty of Architechture and Design
Universidad del Zulia, Venezuela

publications

2011
Halo Magazine for Business.
Central Saint Martins College of Art and Design
'Building the New Society', Article / Interview about designers working in social innovation. Mentioned as "one social innovator forging a better world", alongside with Common Ground and Mikkel Grønkjær Hansen (Green Line collective).

3D Type Book
Laurence King (March 2011)
The project 'Earth will Survive' (collaboration with designer Georgina Potier)
Published in the book as an example of a 'source of inspiration in one of the most comprehensive showcase so far that focuses 100 percent on three dimensional experimental artforms…'

Mono Magazine
Feb-Mar 2011 Edición. Venezuela
The project Conciencia Visual was described in Magazine Mono, article 'Derecho a Réplica' (The Right to Replicate) by ERGO as an initiative that has set the foundations for a more participative dialogue within urban context.

2009
Onine Catalogue 'Designs Against Shoplifting'
Design Against Crime Research Centre, University of the Arts London
Available at [http://www.designagainstcrime.com/shoplifting/catalogue]

Onine Catalogue 'Trees, Leaves and Shoots'
Design Against Crime Research Centre, University of the Arts London
Available at [http://www.designagainstcrime.com/fOr_catalogue/fOr_catalogue.html]

Exhibition catalogue
'Putting the Brakes on Bike Theft' New London Architecture
London, UK

2006
"Marcas. Identificadores Gráficos en Venezuela" Exhibition
Logo for "TotalVox" featured in Exhibition compilating the history of the last 20 years of Logo Design in Venezuela. Featuring 70 logos froma diverse range of venezuelan designers.

2004
Illustration published at www.urbancollective.com
Issue 020. Monochromatic

Illustration published at www.urbancollective.com
Issue 023. Olimpic Spirit