

# LYA NAGADO

Design, Art Direction, Branding

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## Profile

I am creative, committed, proactive and solution-driven. I am comfortable with tight deadlines and multi-tasking, and work well either independently or collaboratively, driving projects from concept to delivery. I am specialized in corporate integrated design (Notting Hill Group, Allianz), branding (Audi, Odyssey, Taylor Wessing), publishing (Elle, Cosmopolitan), typography (at PhD level) and events design. I have a solid academic and professional background in art and design and regularly visit art and design fairs, galleries and museums in the UK and abroad. After living in 3 countries and coming from an immigrant background, I can say that I am exceptionally adaptable and open to different cultures and ideas.

## Experience

- 2009/Now Contract Designer, London.**  
**R/GA** Alfa Romeo 149 design and typography mood-boards. **Ogilvy** Kellogg's illustration, typography microsite and front end design. **Disney** Disney Stores' In-house Designer for POS materials, merchandise, apparel design, print production and presentations. **Barnardo's** Design and development of a nationwide fund-raising campaign comprised of books, posters, adverts, leaflets and merchandise. **The Foundling Museum** Design and illustration for children's activity booklet.
- 2011/Now Artist at own Art Studio, London.**  
Oil painting, sculpture, ceramics, resin casting and mixed media. Private commissions and art lessons
- 2007/2009 Iconic Branding Consulting Head Designer, London.**  
Leader of a team of 4 designers, with mentoring and coordinating roles. Commissioning of photographers, illustrators and video makers. Liaising with printers. Creative concept, art direction, brand development, events and collateral materials design. Design for animations, 3D models, trophies, hoardings, banners, brochures, signs, posters, books, web, CRM and social campaigns. Clients included **Audi, Taylor Wessing, Allianz** and **Notting Hill Housing Group**.

## Skills

Ability to visualise ideas effectively  
Team management and leadership  
Line management and mentoring  
Advanced client and stakeholder skills  
Excellent verbal and written skills  
Prioritisation and decision making skills  
Problem solving and critical thinking  
Passionate about arts and technology  
Excellent listening and learning skills  
Extensive knowledge of typography  
Extensive knowledge of design history  
Solid knowledge of printing processes  
Excellent editing and retouching skills  
Illustration and photographic skills  
Adobe Creative Cloud & Google Docs  
Languages: English (Fluent), Spanish (Fluent), Portuguese (Native), Japanese (Basic), French (Basic)

## Education

- MA with Distinction  
City and Guilds of London Art School  
London, UK  
2010/2011
- Typography PhD Candidate  
Universidad de Barcelona  
Barcelona, Spain  
2001/2003
- MBA CEAG  
Fundacao Getulio Vargas  
Sao Paulo, Brazil  
1994/1996
- BFA (Hons) Visual Communication  
ESPM  
Sao Paulo, Brazil  
1990/1993
- LLB or Bachelor of Laws  
Universidade de Sao Paulo  
Sao Paulo, Brazil  
1989/1993

2005/2006 **Character Designer & Illustrator at Tortoy, London.**  
Character design for toy companies such as Toy2R (Hong Kong), AdFunture (Hong Kong) and Play Imaginative (Singapore). Active presence in the Street Art community, with exhibitions and live painting performances at Street Art festivals in the UK, Singapore, USA and Spain.

2004/2005 **Matsuri London Artist and Artists' Facilitator, London.**  
Matsuri London was a bimonthly Art Festival primarily driven by the Japanese community of artists with the participation of a plethora of national and international DJs, illustrators, fashion designers and hairdressers at various East London venues.

2004 **Cuatrecasas Graphic Designer, Barcelona.**  
In-house Graphic Designer, responsible for the re-design of all corporate brochures. Commissioning and briefing of photographers and liaising with printers and other marketing material manufacturers.

2001/2004 **Contract Designer, Barcelona.**  
Developed website layouts, templates and unique branded looks for local businesses. Designed print materials such as brochures, banners and signs.

1998/2001 **Conrad Editora Art Director, São Paulo**  
Art Director for **Pokemon** and **Nintendo World** monthly magazines, managing a team of five. Responsible for the design, identity, commissioning of photographers and illustrators and brainstorming with editors and agencies.

1997/1998 **Elle Magazine Graphic Designer, São Paulo**  
Designing and overseeing the printing process of printed ads, posters, banners, exhibition displays, magazine sampling, vouchers, subscriber's campaigns and magazine wraps.

## Awards

**21st National Open Art Competition**  
Miniature Winner  
London  
2017

**Sky Arts Portrait Artist of the Year**  
Heat 4 semi-finalist  
UK  
2017

**Shift Magazine Calendar Cover**  
Illustration First Prize  
Japan/Worldwide  
2005

**Polar (toy design), Trexi Series 2**  
Play Imaginative's design contest  
Singapore/Worldwide  
2005