

CV + PORTFOLIO
BERLIN, GERMANY

www.anetbr.me

Ana Brinnand

ART DIRECTOR /
SENIOR GRAPHIC
DESIGNER

Argentinian
based in Berlin

CURRENTLY WORKING AS
Freelancer

YEARS OF EXPERIENCE:
2010-2022

EXPERIENCE WITH:
Branding, Packaging, UI design,
Photography, Social Media,
Interactive Installation,
Retail and Experimentation.

2022



Berlin 2022

**Hi!, My name is Ana Brinnand.
I am a Senior Graphic Designer and Art Director born in Argentina based in Berlin to further my career and broaden my experience in my field of expertise.**

As a Senior Graphic Designer and Art Director, my main goal is to work and enlarge my experience in a generalistic and diverse environment. I would describe myself as a passionate and dedicated designer, eager to bring creative and innovative solutions.

Regarding my job experience, I had explored various design fields; Branding, UI design, packaging, event production, animation and retail installations. Therefore, I would say this diverse and generalistic experience it is what makes my profile more interesting, and unique. It highlights my flexible, dynamic and curious personality.

For the last three years, I have been working as a freelancer for Europe and the USA, working mostly on Branding, UI design, and Social Media projects. And also, at the moment, I am diving a little further into Animation. Therefore, I am looking for an exciting experience where I could keep learning and growing as a designer.


Personal Data

- **Date of Birth.** 30-11-1987
- Argentinian with Resident permit
- Living in Berlin (3/4 years)
- **Address:** Mariendorfer Weg 49, 12051, Berlin

Contact information

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- M .** abrinnand@gmail.com
- L .** [linkedin.com/in/ana-brinnand-994b791a](https://www.linkedin.com/in/ana-brinnand-994b791a)

See more

 /anabrinnand

 www.anetbr.me

In the next pages you will find more about me, my jobs and experience...

Anet/ Ana Brinnand

YEARS OF EXPERIENCE:

2010-2022

TYPE OF WORKS:

Branding, Animation, UI design, Interactive Installation, Photography, Social Media, Retail and Packaging.

COUNTRIES WORKED FOR:

Argentina, Germany, New Zealand, United States, Austria, Belgium.

INTERESTS

Branding and Design Strategy



Animation/ Motion graphics



UI/UX



Interactive Installations



WORK EXPERIENCE

Sept 2018 - Current

Freelancer Senior Graphic Designer

Self-employed

Design of graphic implementation and digital interfaces. As a Freelancer, I usually work with different design projects, from the management to the creation of the whole concept and campaign strategy. I worked in Branding, Animations Social Media, UI design, and Editorial.

Sept 2015 - Sept 2018

Co-founder/ Art Director

Miro Innovation

Creative and Art Director in charge of multidisciplinary projects. In Miro, we pledge to design and develop tailor-made Interactive Experiences with the latest innovations in technology for multinational brands.

Oct 2014 - Sept 2015

Senior Graphic Designer

Estudio Baur

Design and development of graphic implementations. Branding and visual development. Internal and external communication for multinational brands.

July 2014 - Sept 2014

Photographer

Magic Memories | New Zealand

Sales and Photography Assistant - Remarkables and Coronet Peak | Queenstown

Nov 2012 - Feb 2014

Graphic Designer

Fun Marketing

Brand development for multinational brands, interactive implementation, retail experiences. Multidisciplinary projects that included a 360° development strategy.

Jun 2010 - Nov 2012

Packaging Designer

Estudio Penta

Packaging Designer and account assistant for SC Johnson global brand. In charge of brand implementation worldwide. I worked with new packaging, POP visual design and exhibition stands.

ACADEMIC EDUCATION

1991-2005 Santa Inés School

Bachelor's degree in Science

2006-2012 Buenos Aires University

Graphic Design degree Buenos Aires, Argentina.

2018-2020 UE- BTK University

Master's Degree in Media Spaces Berlin, Germany.

2022 Animation bootcamp

School of Motion.

SKILLS AND TOOLS

Illustrator



Photoshop



Figma



InDesign



Sketch



After Effects



Premiere



ProCreate



Adobe XD



LANGUAGES

Native Spanish

Excelent knowledge of English, both spoken and written.

B1 level of German, and I continue studying.



MY NEXT GOALS

I am looking for an inspiring and exciting environment where we could build together new a innovative design experiences.

My experience relies mainly on Visual identity, Branding, and 360 experiences. I create Campaign's concepts as well as design the digital and/or print implementation needed for the project. My main goal is to create an innovative and creative brand experience.

201 -
2022

Portfolio

**Design should be a meaningful,
simple and unique experience
worth remembering.**

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A . B R A N D I N G

⁰¹/ **Visual identity for Zero**, ⁰²/ **Creative and visual identity for b8ta and Google tour/ Tiny house tour**,
⁰³/ **Creative and visual identity for b8ta and Cnet / The home connection**, ⁰⁴/ **Visual identity for G&G**

B . I N T E R A C T I V E I N S T A L L A T I O N S

⁰¹ / **Run analysis experience for Nike**, ⁰² / **Air Max Day for Nike**,

A . Branding

For branding and visual identities, I like starting by talking and understanding my client's will and necessities. Especially for branding, the designer should be an advisor and a guide, to create a design that could reflect the concept or idea the client wants to communicate.

Visual identity for Zero

Zero is an e-scooter sharing service. They called me because they needed help with their Brand and visual identity. **My main objective** was to design a unique, eco-friendly, friendly brand, that could differ from their competition and could be easily recognized as a young, shareable and easy mobility option.

I was in charge of the design and thinking from the concept and communications to the logo, colors pallete and brand implementations.

I worked on the Brand, UI design, illustrations, Pitch deck, Scooter's graphics, Social Media and Stationery.

Project Information

Freelance project

Date:
Jan-Feb 2019

Place:
Belgium

Role:
Graphic designer

Client:
Zero, e-scooter
(www.gozero.eco)

Visual identity/ Logo design and color palette



/ Secondary pallete



Stationary

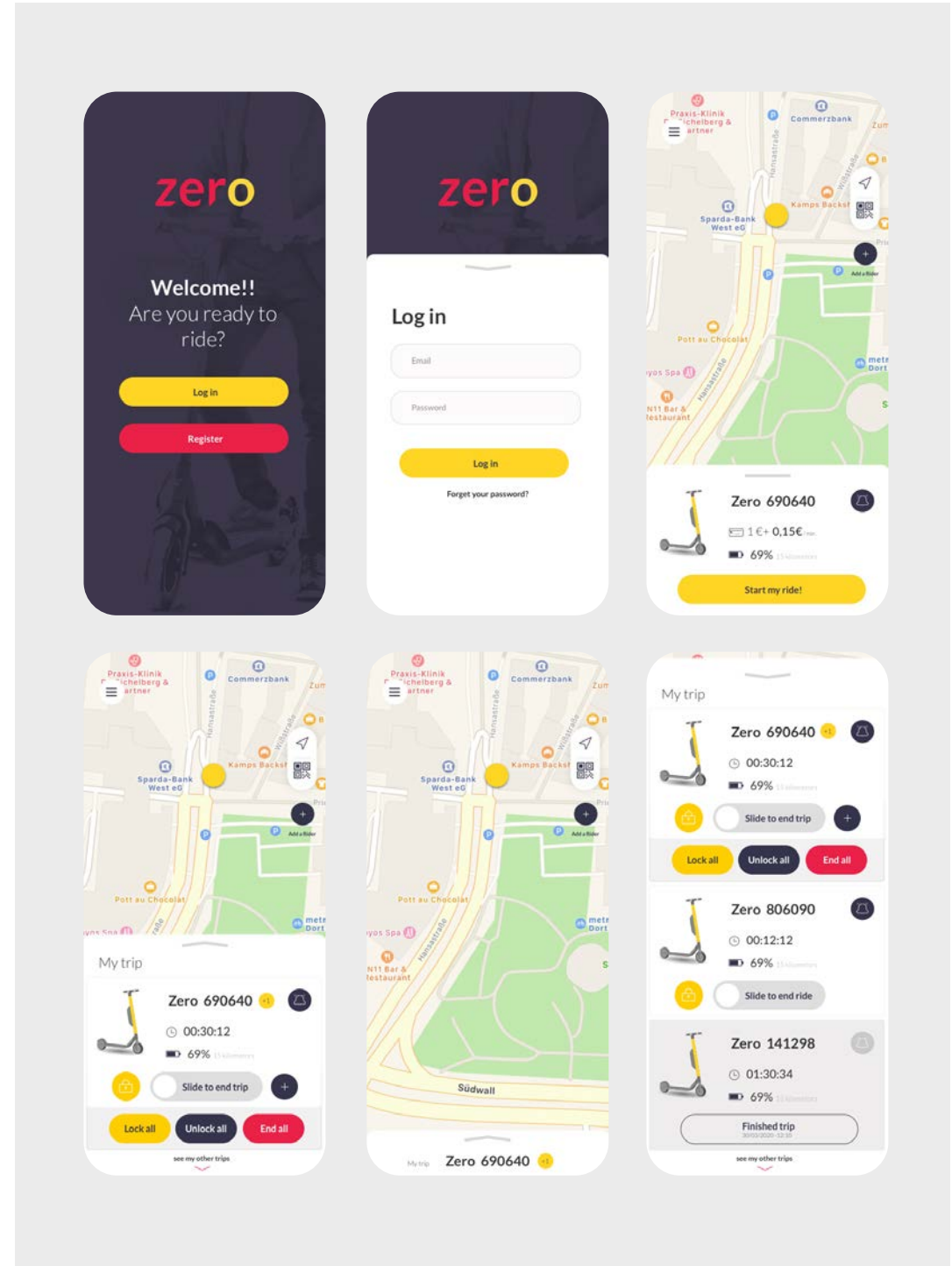
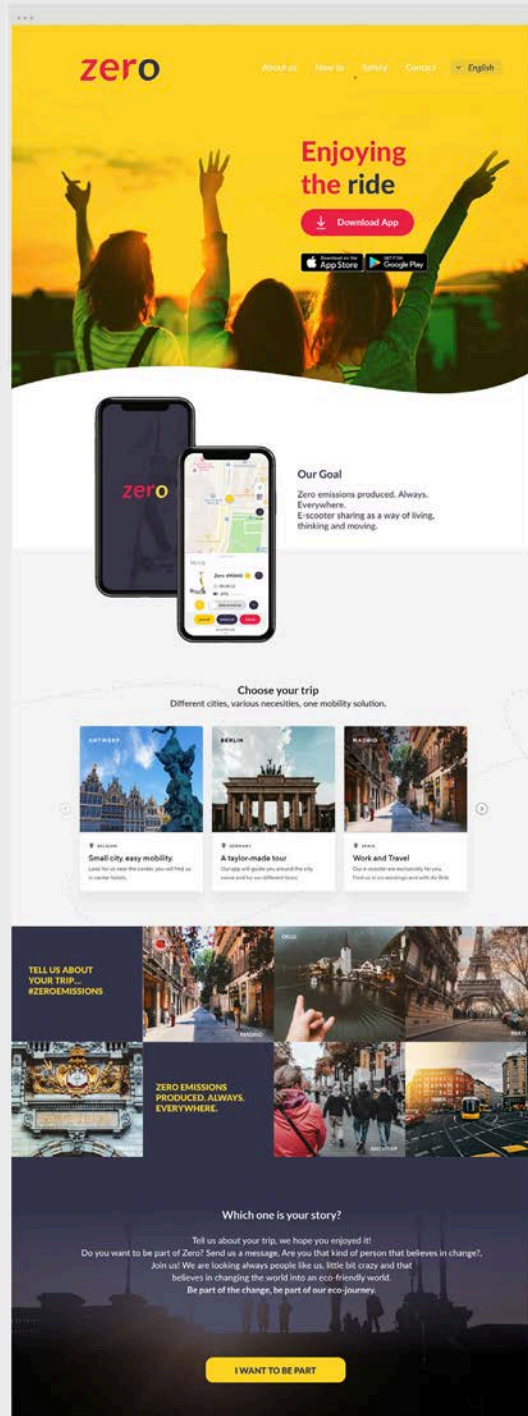


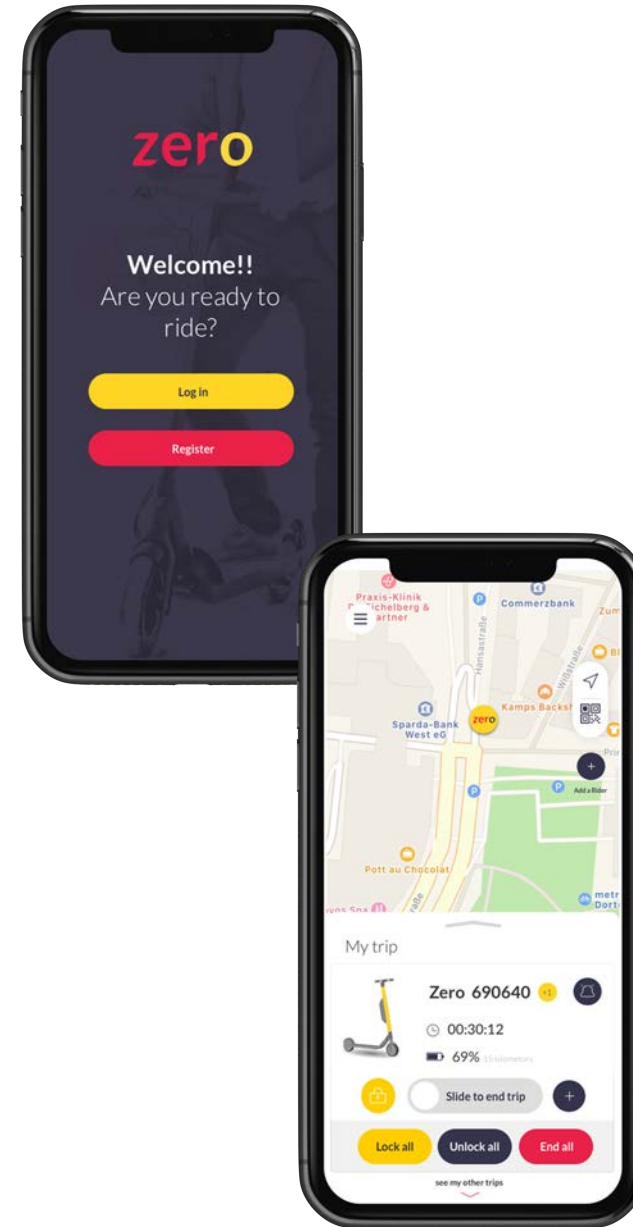
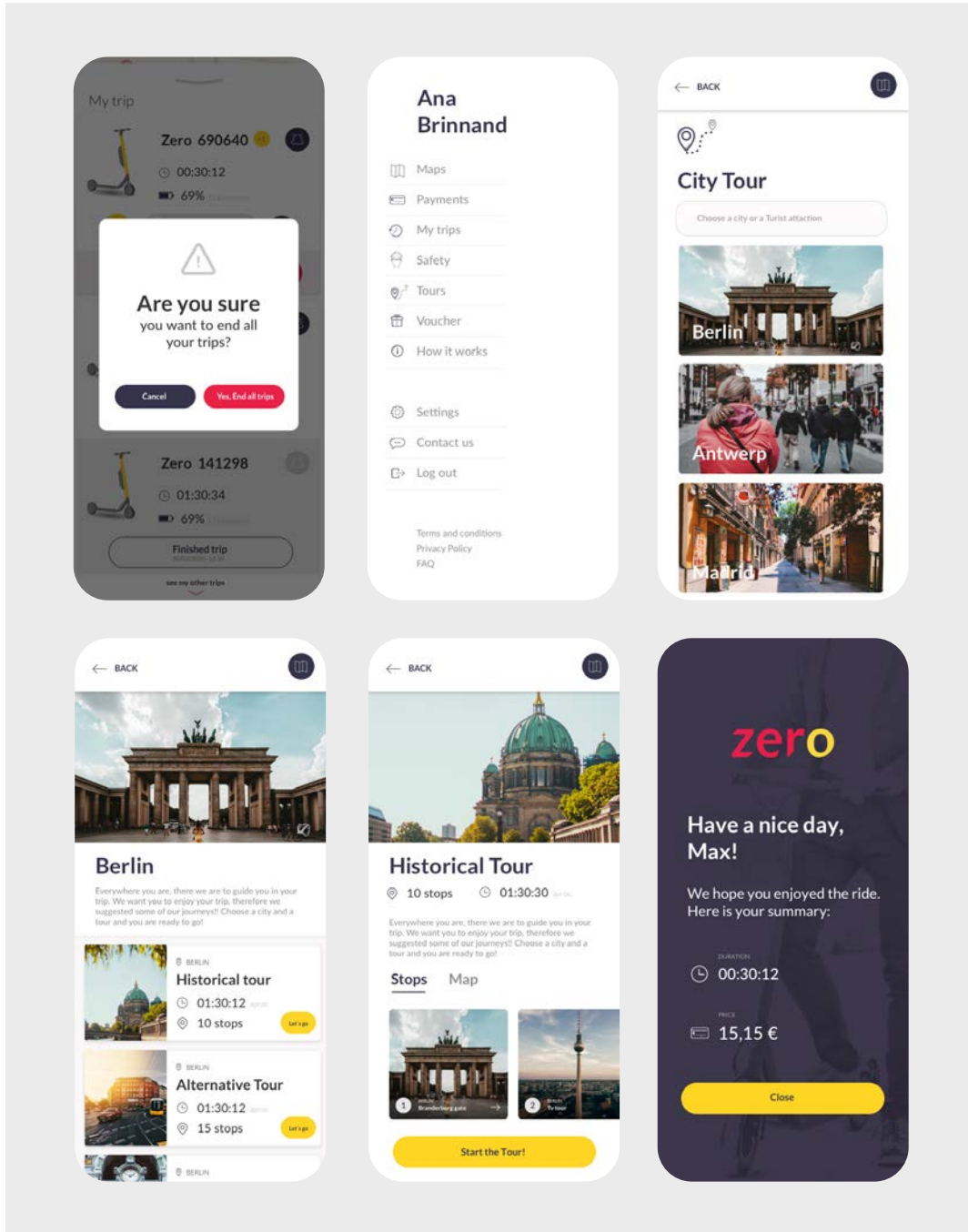
Social Media



Scooter's graphics







Work insights...

I met Zero's team when they were starting with their company, so it was nice to develop the whole visual identity and concept from scratch together. Of course, we started with the basic implementations, brand book (Logo, colors, Stationery, and a Basic Web), but as the company grew we became a unique team and started thinking what more could we do.

Therefore, after a few months, we started thinking together about new marketing opportunities for each city, some of them were implemented but others, unfortunately, weren't possible. One of those we didn't apply was the citytour, where we started thinking about creating guided digital tours and suggesting them through our app. Every city will have their own tour with its character and marketing adapted. We worked, as well, on the design of the "multiple trips" feature, an interesting and complex implementation.

As an Art Director and UI designer, my role was to think about the market opportunity, always focusing on our User and their different necessities. Therefore, I designed for them the App's UI and the web, as well as the whole experience and brand concept for their digital and graphic implementations.

Creative and visual identity for B8ta and Google/ Tiny house tour

This new brand and visual implementations were specially created for the tour "be@home", created and sponsored by B8ta and Google. This tour consisted of a Smart tiny house (Trailer) equipped with house technology products and working as a showroom, traveling through the United States. First of all, I was asked to design a unique, homie and welcoming graphic style so to create a welcoming space and cozy experience.

My role in the project was to help the b8ta marketing team with the ideation, concept, and design of the visual assets necessary for this campaign. After defining the main style and brand, I proceed with the creation of the visual assets for every channel (Offline and Online).

Branding, Landing page design, Illustrations, Merchandising, Posters, and Social media graphics.

Project Information

Freelance project

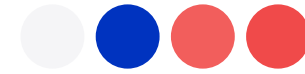
Date:
Feb 2019

Place:
California,
United States

Role:
Graphic designer

Client:
B8ta,
(www.b8ta.com)

Visual identity/ Logo design and color palette



be@home
by b8ta & Google

/ Illustrations



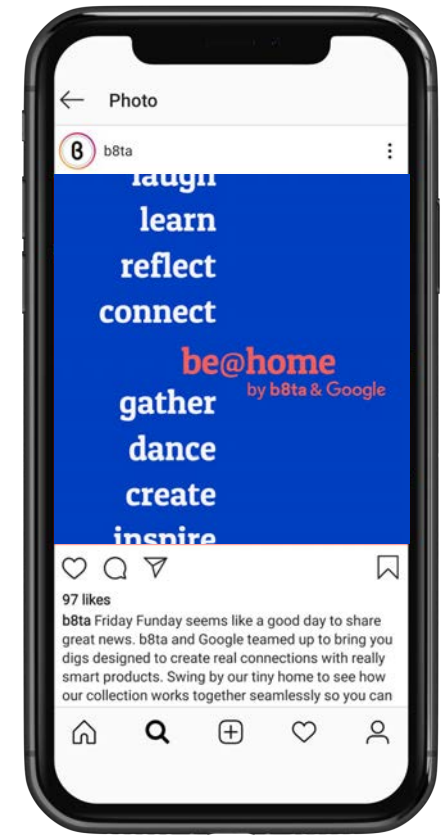
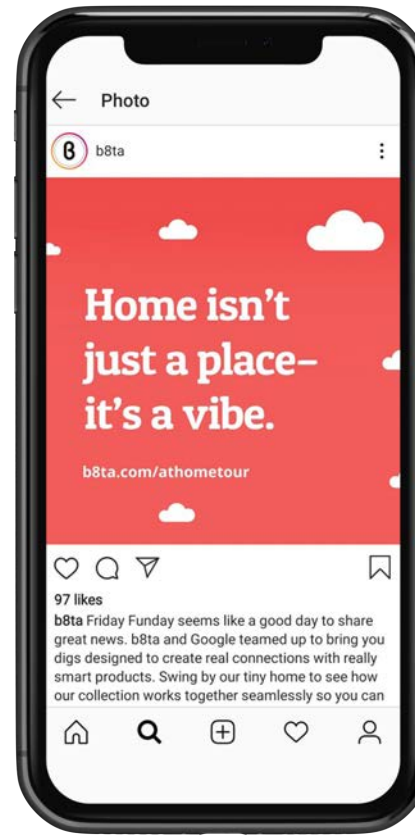
Tiny house/ Real trailer



Sandwich board



Social Media and online advertising



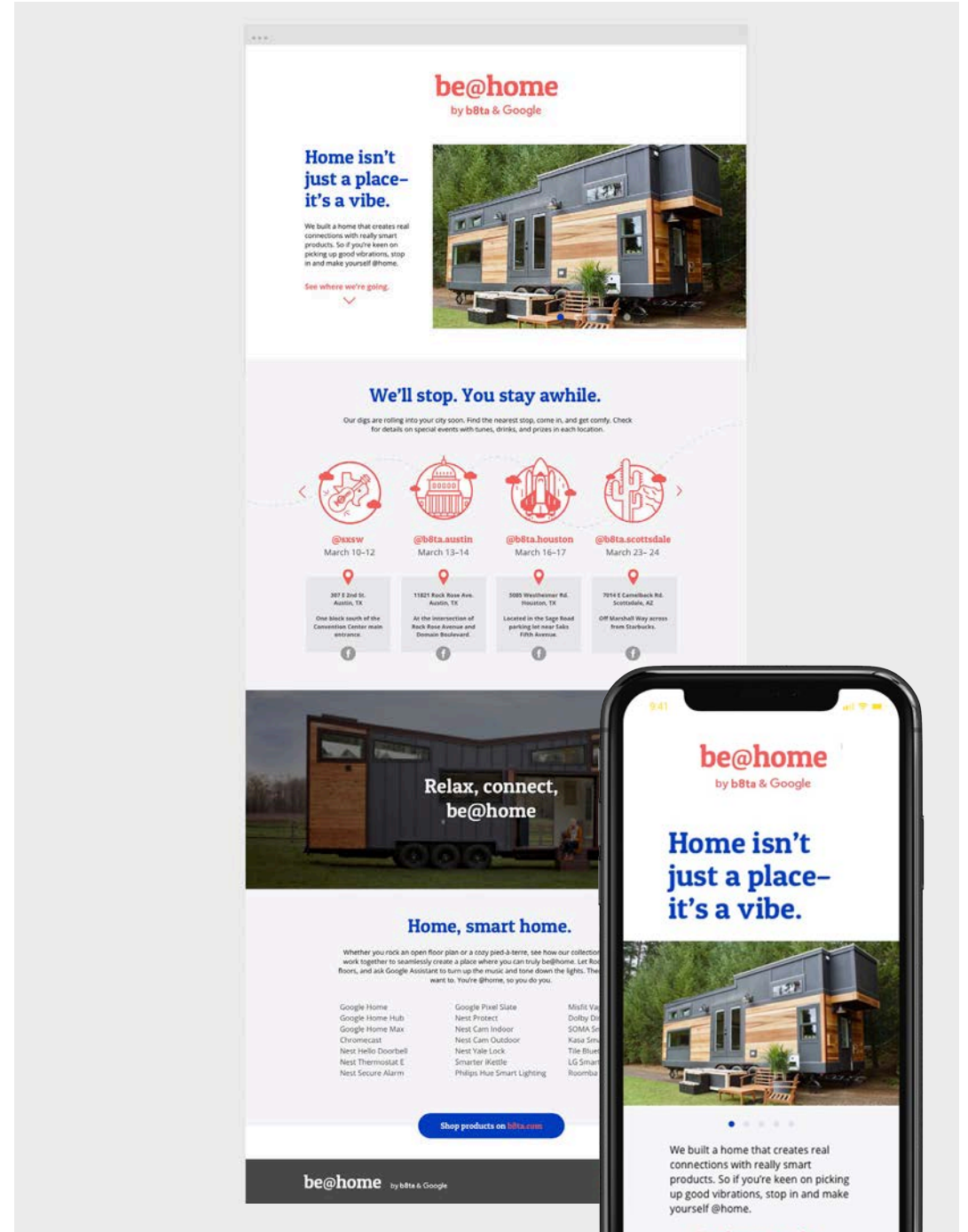
Main communication style/ Posters



Merchandising



UI design /Desktop and Mobile



Creative and visual identity for B8ta and Cnet/

The home connection

The B8ta marketing team once again asked me to participate in the **creation of the new concept and campaign for the SXSW Conference.**

This year B8ta and Cnet will be installing a trailer with all their products in the SXSW Conference. Therefore, the main goal was, in the first hand, to maintain both identities as serious, modern and consistent as we could (B8ta and Cnet) but as well add the modern, creative and young spirit that it is breath every year in this tech and innovative event.

My role was to help the B8ta marketing team with the creation of a new visual identity that could be under the umbrella of both main brands and later design the visual assets necessary for every channel (Offline and Online).

Branding, illustrations, Merchandising, Posters, Sandwich board, and Social media graphics.

Project Information

Freelance project

Date:
Feb 2020

Place:
California,
United States

Role:
Graphic designer

Client:
B8ta,
(www.b8ta.com)

Visual identity/ Logo design and color palette



The home connection.

b8ta | c|net

The home connection.

b8ta | c|net

The home connection.

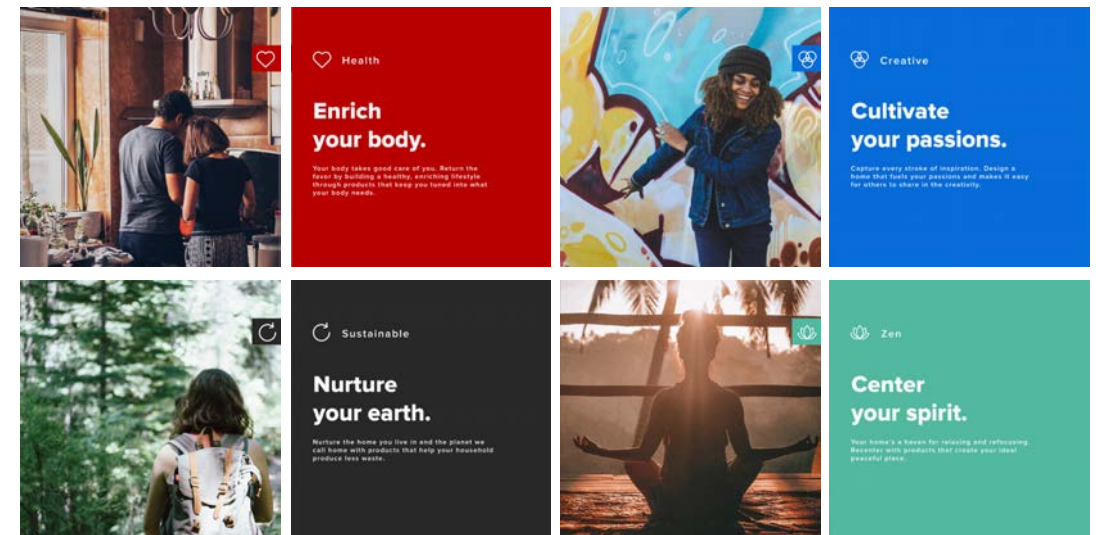
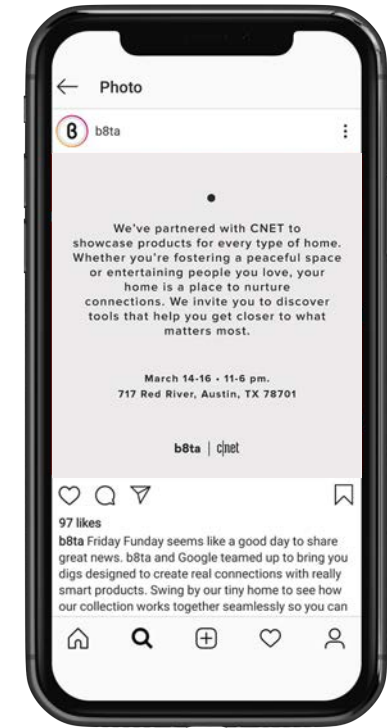
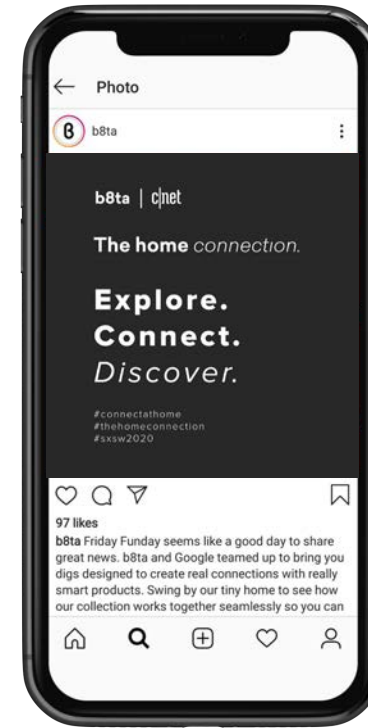
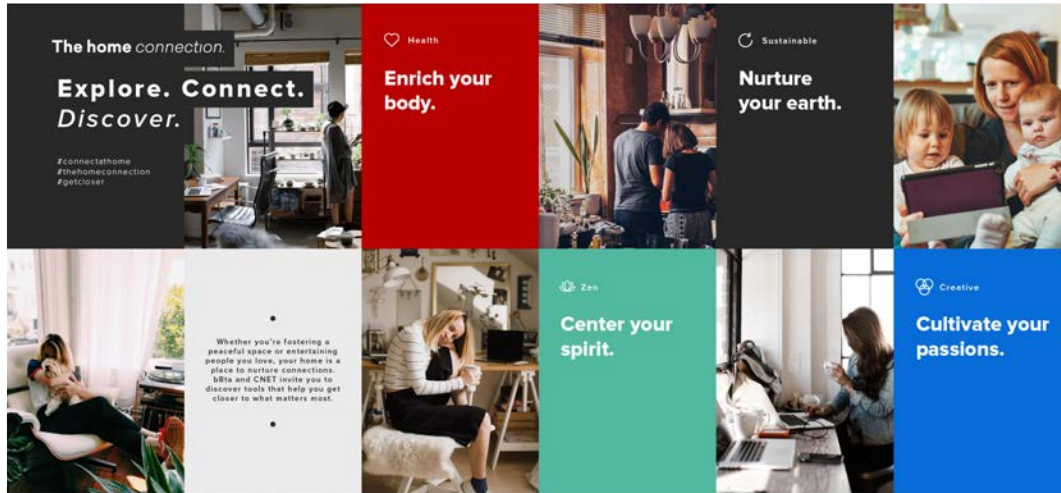
Explore. Connect. Discover.

#connectathome #thehomeconnection #getcloser

b8ta | c|net

The home connection.

Health Sustainable Creative Zen



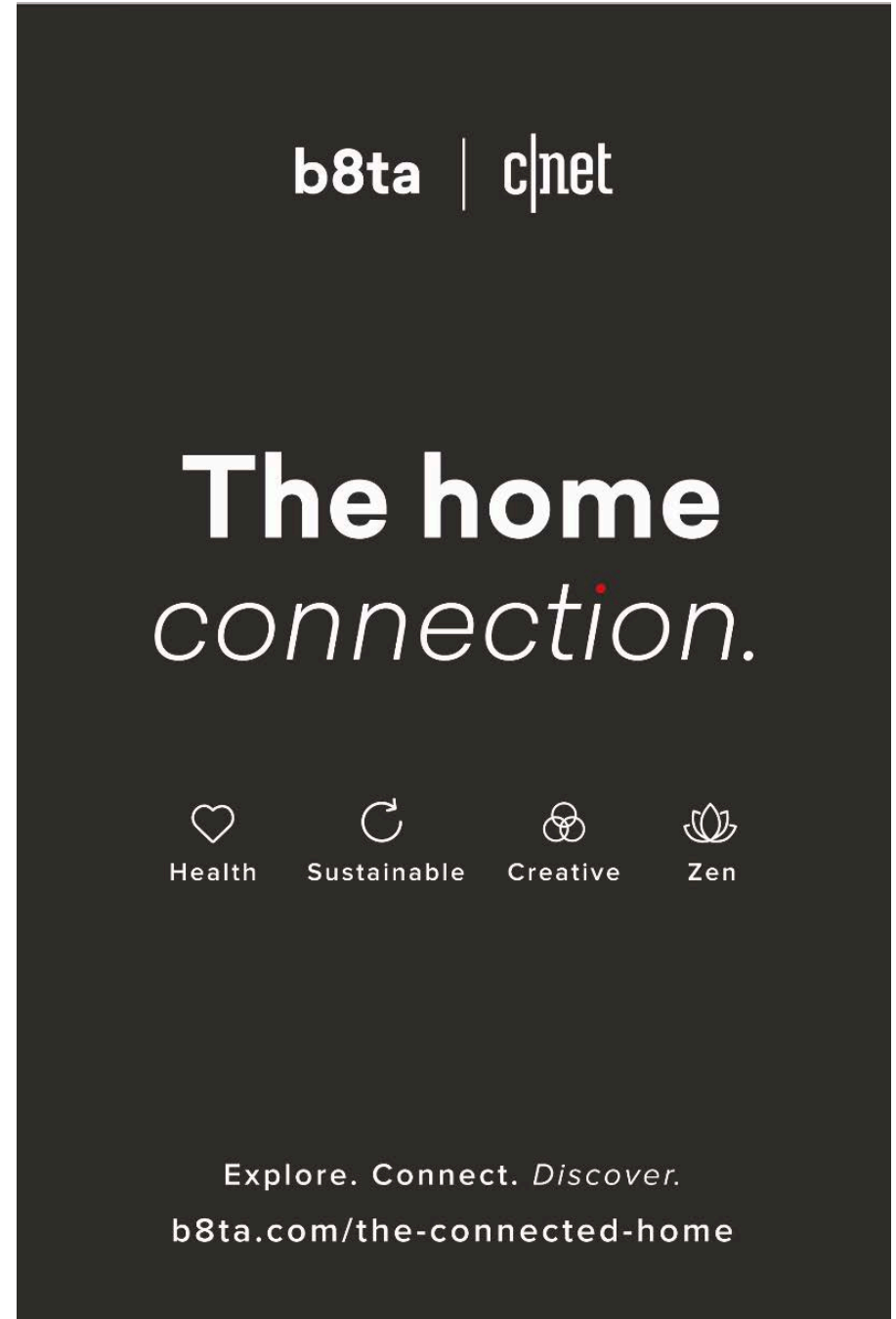
Trailer



Merchandising



Poster



Visual identity for Good & Green

Trusted with the brand and communication strategy for this natural deli. I was in charge of designing and developing their whole brand ecosystem from the ground up. With my in house team (Graphic designer, Industrial Designers, and Developers) we have been working continuously to help position their brand year after year.

Starting with the Logo design, all the way to its various brand implementations (Business cards, Merchandising, Web Design, Blog, Retail implementation, etc.) to finished with a food product photography and the in-store blackboard menu which we make it all by hand.

Visual identity/ Logo design and color palette



GOOD & GREEN

ALMACÉN NATURAL

/ Illustrations



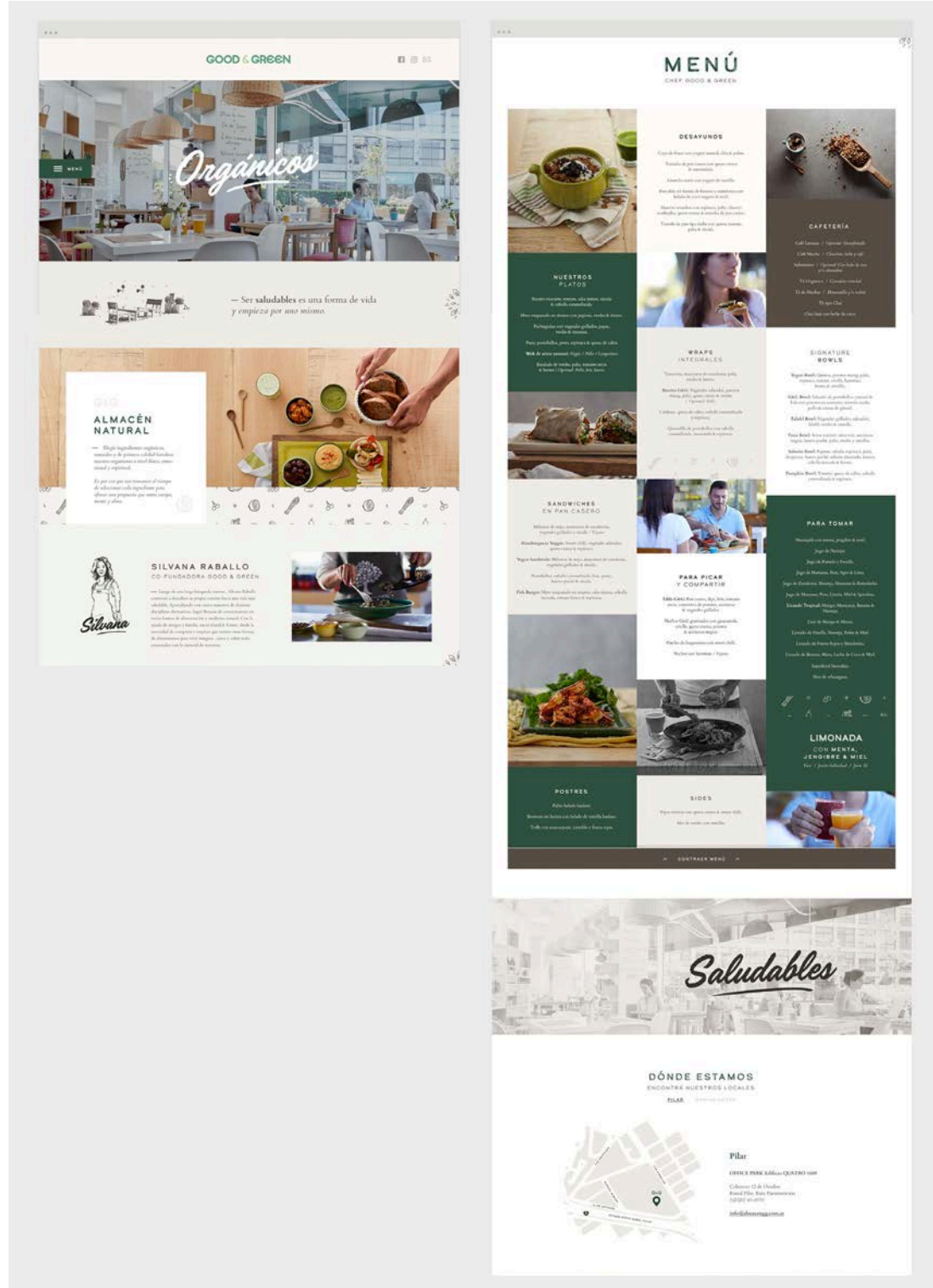
Project Information

In house/Miro
(www.miro.com.ar)

Date:
Jun-Nov 2017
Place:
Buenos Aires,
Argentina

Role:
Art Director/
Graphic designer

Client:
Good and Green
(www.almacengg.com)



/Mobile version



Work insights...

After finishing with the brand book we started with product photography production with Alejandro Mezza and his team.

My role in this project was as Art Director and team management. The team was formed by Ale Mezza (Photographer), Juan Fortin (Graphic designer), Juan Cruz Martino (Developer) and me helping with Art Direction and Design.

We worked with these projects for 6 months, from the photography to the web site design and development, to the design and installation of the graphic implementation in-store (Blackboard, Windows vinyl, Brochure).



Healthy Living

- 1 ANDAR EN BICI
- 2 EMPEZAR EL DÍA CON UNA SONRISA
- 3 BAILAR CINCO MINUTOS AL DÍA
- 4 RESPIRAR CON CONCIENCIA
- 5 ESTIRAR EL CUERPO
- 6 HACERSE CARGO DE UNO MISMO

Saludables y orgánicos SER SALUDABLES ES UNA FORMA DE VIDA Y EMPIEZA POR UNO MISMO.



Artist @juanm.fortin



B . Interactive Installations

Every interactive installation is different and presents a different challenge. In Miro, my role was to follow the needs of the clients and try to think with my team (Graphic designer, Developers, Industrial designers, Film production and 3D designers) the new opportunities in-store. We always try to get a hybrid and innovative solution combining Art+Design+Technology. I enjoy designing and thinking about spaces as a way of communication, creating an experience, a journey.

Run analysis experience for Nike

Nike flagship store in Argentina is home to one of the largest retail Videowalls in the country that also has two working treadmills in front of it for testing out new shoes.

I was in charge of creating the whole new consumer experience in the Buenos Aires main store. The principal challenge was the integration between the Videowall, the treadmills, the customers and the store specialists. The solution was an Ipad application that would display information about the shoes and could trigger the treadmills for a test run showing the progress in the Videowall. The experience integrated perfectly the physical and digital interface to make a unique user experience to glorify each product.

I worked as an Art director for this project, managing the multidisciplinary team integrated by Graphic, Industrial and UI designers and developers.

Project Information

In house/Miro
(www.miro.com.ar)

Date:
Jul-Nov 2016

Place:
Buenos Aires,
Argentina

Role:
Art Director

Client:
Nike



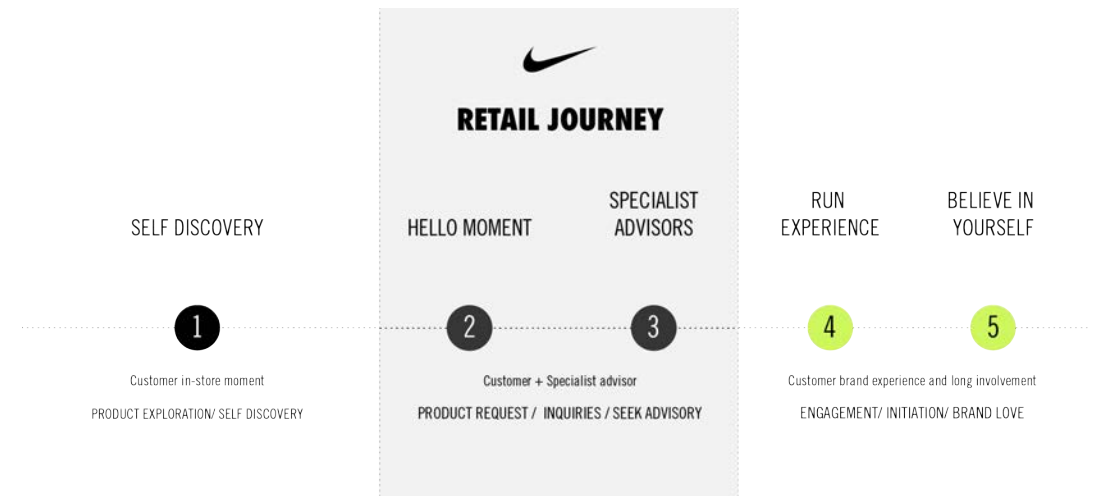
About the project...

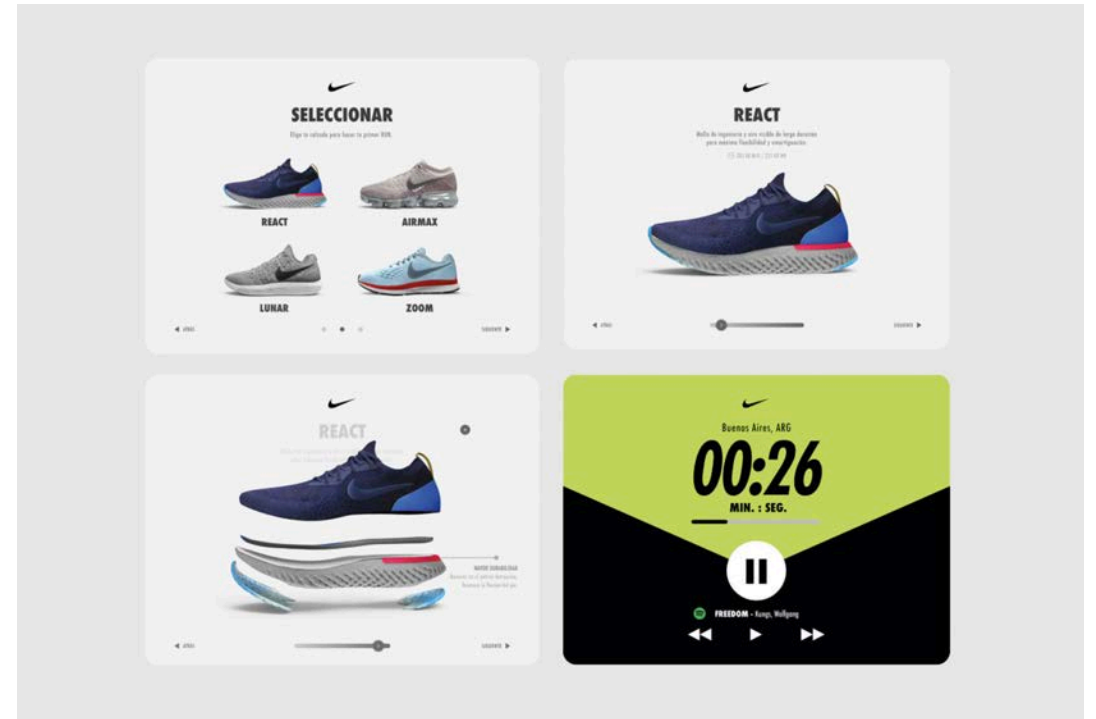
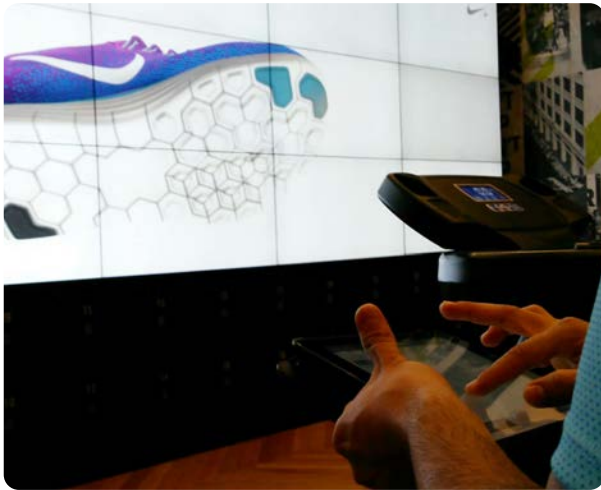
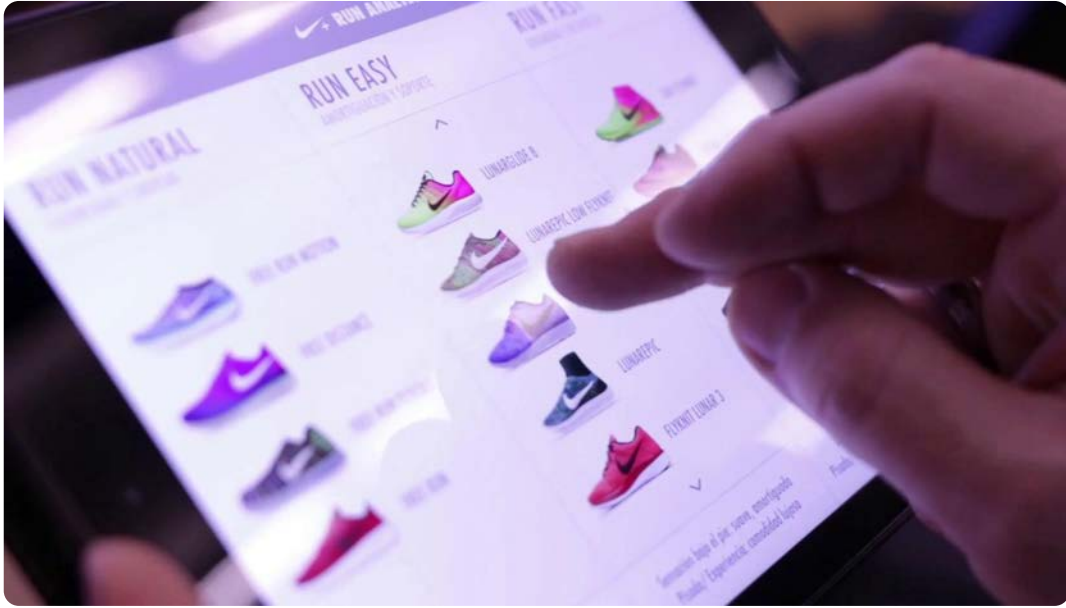
We created and design everything in-house from the flow and user journey in-store to the UI/UX, Development, 3D animations and entire app buildout.

At that moment, the Videowall has been used as a static campaign content display, so the first idea was to make an interactive and dynamic content. The challenge was, first to understand the need and opportunities we had in-store to attract the

customer, and the second to create a long time relationship between the customers and Nike, promoting an appealing brand experience that would position Nike Buenos Aires as a unique brand. Therefore, the solution must be innovative, simple to use in-store and memorable.

After the project was finished and tested, we were invited to replicate it in other Stores in and out of the country.





Air Max Day for Nike

Every year Nike honors the birth of its legendary Air Max with a special celebration that is shared all around the world on the same day, Air Max Day. Nike came to us, Miro, to help them make their Buenos Aires celebration extra special.

My role here was as Creative and Art Director, we created a whole experience for Palermo's Nike store. This experience will consist of multiple parts, First of all, the Front building Mural design and painting, the mural was integrated with an Augmented Reality app that triggers 3D content and key information of the different sneakers. As well, we add several Ipad in the store which showed key information interactively, Videos and music list.

UI/UX design, Mural Painting, Augmented Reality, 3D content creation, Film and edition.

Project Information

In house/Miro
(www.miro.com.ar)

Date:
Feb-March 2017

Place:
Buenos Aires,
Argentina

Role:
Art Director

Client:
Nike



Artist @juanjiant

Work insights...

First, we started finding a mural artist, we were looking for a disrupted, innovative and young style. If you have ever been to Palermo in Buenos Aires, you would understand this style match perfectly well with the neighborhood where the store is, colorful streets, full of design and poster on every wall. An amazing, innovative and modern place to visit and walkthrough.

Therefore, we presented 3 options, Juan Jiant,(www.instagram.com/juanjiant) was the chosen artist by his innovative and disrupted ideas.

I worked with him with the ideation and composition of the mural design and he put all his magic on it.

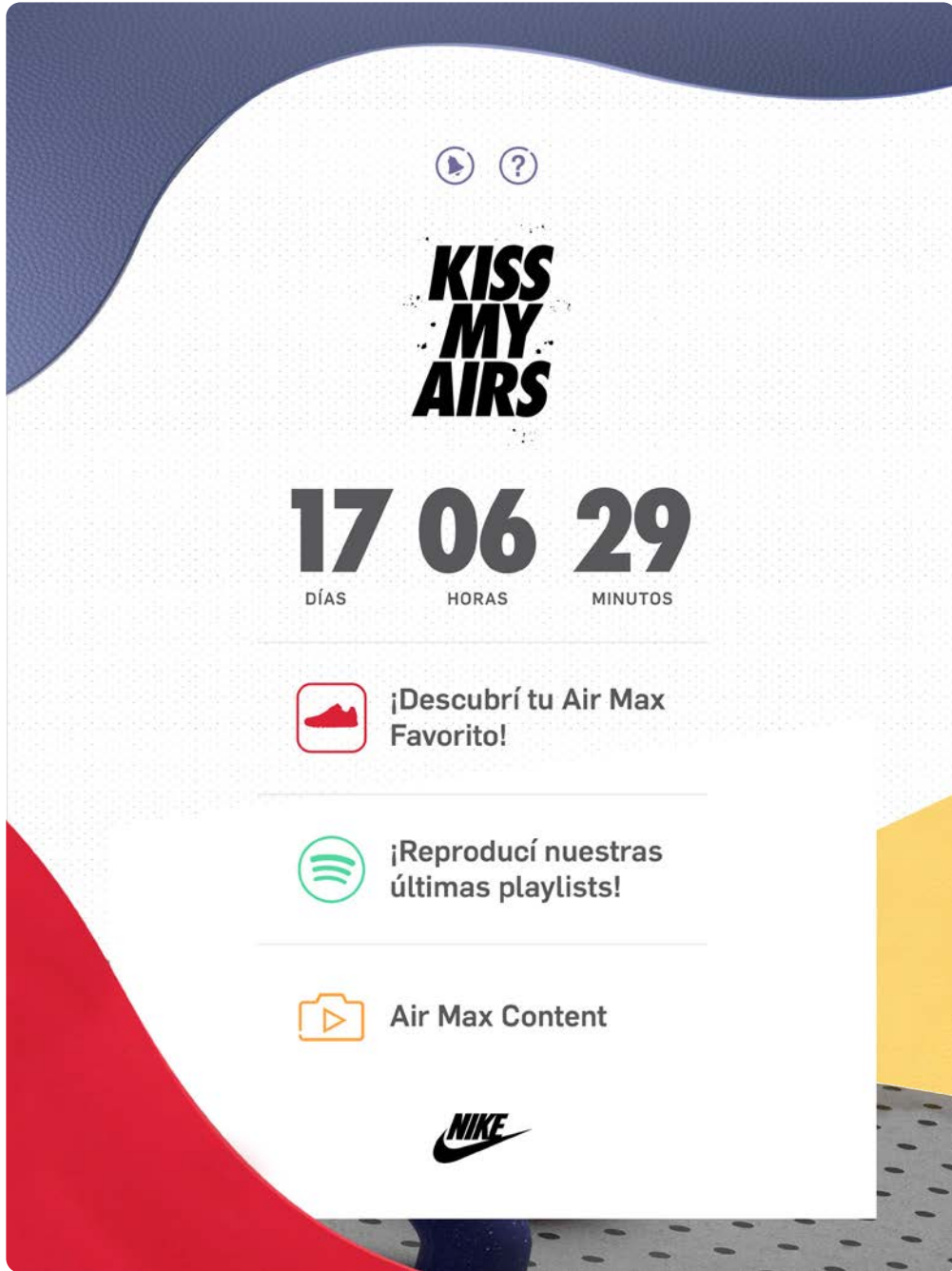
Our main challenge was to integrate the mural design with the Augmented Reality App which we design and developed in parallel. For this project, we had only 1 month to do everything, so that was also a big challenge. Inside the store, there were several Ipad, with key information of every sneaker, the music, and campaign videos.




See the videos


<https://vimeo.com/265916240>

<https://vimeo.com/265980781>



Hope you like it!!

 /anabrinnand

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