

Neus Torres Tamarit

neus@phenotypica.org | +44 (0)7516 057 151 | London, UK

Portfolio: <https://www.behance.net/neustorrestamarit>

Linkedin: <https://www.linkedin.com/in/neus-torres-tamarit>

Profile:

I'm a versatile and dynamic creative leader with a strong foundation in both art and design, driven by a passion for science and communication. My expertise spans Art, Science, and Creative Direction, allowing me to create impactful, engaging projects that bridge complex scientific ideas with accessible design.

Throughout my career, I've partnered with prestigious institutions such as University College London, The Francis Crick Institute, and The National Gallery to develop public engagement projects that connect science, technology, and art. My transition into Brand Management in the life sciences reflects my ability to translate a creative vision into cohesive brand strategies that resonate across industries.

With over fourteen years of experience as a Creative Lead and Graphic Designer, I've delivered impactful design solutions for both B2B and B2C sectors, leveraging my artistic background to nurture and elevate brands.

Originally from Valencia, Spain, I have been living and working in London since 2012, and I have full settled status.

Skills:

- Creative software expertise: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Firefly, and Keyshot for creating high-quality visuals, animations, and videos. Proficient in Microsoft Office Suite (Excel, PowerPoint, Word) and Teams. Experienced in working with Digital Asset Management (DAM) systems, and adaptable across both PC and Mac platforms.
- Strong organisational skills: Establishing efficient workflows across different teams, leading to increased productivity and streamlined processes. Skilled at managing and prioritising workloads to meet deadlines, while maintaining flexibility to adapt to changing priorities. Able to work effectively as part of a team, independently, and under pressure.
- Excellent communication skills: Effectively pitching projects to key stakeholders by clearly articulating value propositions and addressing concerns, giving company-wide presentations that engage and inform large audiences, creating and conducting marketing campaign brainstorming workshops, and coaching and mentoring colleagues to upskill them through personalised feedback and guidance.
- Languages: Native proficiency in English, Spanish and Catalan.

Employment:

Freelance Brand Specialist and Creative Director | Phenotypica Design Studio (London-self-employed) | August 2024 - Current

- Founder of Phenotypica Design Studio.
- Graphic design: literature, templates, infographics, illustrations, typography, stationery.
- AI augmented design.
- Brand identity: logo design, visual identity, brand guidelines, brand audit, visual identity research, brand collateral, brand refresh, rebrand, brand awareness campaigns, customer touchpoint analysis.

- Marketing collateral design: social media design, leaflets, posters, banners, business cards, booth design, swag.
- Package design from concept to completion.
- Product photography: brainstorming, planning, photoshooting, editing.
- Video production: brainstorming, planning, video shooting, editing.
- Animation: brainstorming, planning, storyboard, editing.
- Consulting: branding, graphic design, AI for graphic design, photography and video, creative skills, portfolio.

Freelance Creative Director | Firmamentum (London-based remote) | August 2024 - Current

- Leading the development and design of Firmamentum's brand identity.
- Collaborating closely with Firmamentum's founders to define and shape the brand's vision.
- Acting as a copywriter and reviewer for all marketing content, ensuring consistency and quality.
- Designing brand collateral, including logos, and digital assets.
- Developing and executing creative marketing campaigns from concept to completion.
- Creating visual assets and graphic designs to support marketing initiatives.

Brand Manager, promoted from Creative Marketing Associate | Refeyn, Oxford (London-based hybrid) | February 2022 - August 2024

In my role as Brand Manager at Refeyn, I have been responsible for overseeing critical aspects of the company's brand and creative direction. My journey within the company, including the promotion to Brand Manager in January 2023, was marked by a diverse range of responsibilities.

Brand Manager responsibilities:

- Key owner of the 'physical evidence' deliverables in the Marketing Mix.
- Creative lead for all creative projects directing impactful multimedia projects that increased engagement.
- Collaborated with the Marketing Director to define Refeyn's brand strategy, aligning brand identity with business goals, enhancing market perception and supporting Refeyn's growth.
- Refreshed Refeyn's visual style guide to integrate new technology.
- Fostered a cutting-edge brand image by pushing the visual identity boundaries and differentiated the brand from competitors, developing cohesive design solutions and naming strategies for product portfolio (instruments and software).
- Established a consistent brand presence globally across all marketing materials including for the distributors' base, enhancing brand awareness.
- Delivered brand awareness campaigns for internal and external audiences supporting product launches and enhancing brand visibility across diverse platforms.
- Collaborated with departments to enhance customer journey touchpoints with the brand improving brand and customer experience.
- Pitched campaign concepts and visuals to key stakeholders that secured stakeholder buy-in and aligned campaigns with strategic goals.
- Established KPIs to measure brand performance, helping guide future campaigns and strategies.
- Ran brainstorming workshops for campaign creation and design development that brought out creative solutions across the marketing team.
- Designed branded swag and coordinated printing to ensure quality and timely delivery for events.
- Designed diverse assets across print and digital media.
- Designed and improved Adobe and Microsoft Office templates for company-wide use that improved brand consistency and increased production efficiency.
- Led and managed product photography enhancing product appeal and aligning visuals with brand standards.

- Led video production for product tutorials, marketing videos, and animations, including scripting, filming, and editing.
- Managed the internal asset library and distributor repository, increasing efficiency in asset retrieval and consistency in usage.
- Coordinated with cross-functional teams and implemented streamlined workflows for asset production that improved collaboration, reduced production time, and enhanced asset quality.
- Trained and mentored colleagues without design backgrounds in Adobe, Microsoft templates, and design principles.
- Promoted diversity and inclusion through outreach activities including delivering talks at events like Future Biotechnologists Oxford and mentored students, supporting STEM to STEAM initiatives.

Creative Marketing Associate responsibilities:

- Created Refeyn's visual style guide, establishing a foundational brand identity that drove consistent visuals across all channels.
- Produced brand-driven graphic design work that aligned with Refeyn's identity.
- Designed and produced key marketing materials for printing and digital use: product literature, brochures, posters, infographics, illustrations, business cards, leaflets, social media posts, banners, and adverts.
- Pitched creative concepts and proposed innovative ideas that enhanced marketing campaigns.
- Collaborated with marketing and other teams to produce creative assets that aligned with campaign goals and incorporated feedback resulting in assets that met and exceeded expectations for quality and brand consistency.
- Developed concepts by studying industry materials and audience insights and adhered to industry trends.
- Met tight deadlines, ensuring timely rollout of marketing materials during crucial campaigns and events.
- Created and maintained templates in Adobe and Microsoft Office that streamlined internal document creation and improved brand consistency across teams.
- Contributed to team goals by completing tasks efficiently.
- Designed branded swag and coordinated printing.
- Advised on outsourcing print projects for business cards, brochures, and large format designs and oversaw print production to guarantee quality across various materials.
- Led product photography, including planning, shooting, and editing product photography.
- Directed video production for product tutorials, marketing videos, and animations from concept through post-production, boosting brand awareness and customer engagement.
- Facilitated brainstorming sessions for creative asset development.
- Streamlined collaboration with marketing and other teams for the production of creative assets.
- Consistently met project deadlines prioritising efficiently.

Freelance Graphic Designer | Refeyn, Oxford (London-based remote) | August 2021 - January 2022

- Revisited and updated Refeyn's logo and condensed visual guidelines, ensuring consistency and brand relevance.
- Designed a monochrome version of the main colour logo.
- Established a uniform colour scheme across CMYK, RGB, Pantone, and RAL palettes for cohesive brand representation.
- Redesigned and refined the product technical information template, enhancing its usability for technical authors and scientific writers.
- Collaborated closely with the marketing manager and digital marketing manager at Refeyn, aligning design efforts with the company's strategic goals.

Freelance Project Creator and Coordinator/Multimedia Artist | Phenotypica and Cardiff University (London-based remote) | May 2020 - June 2022

- Artist collaborator in the Wellcome Trust funded project 'Share Your Rare: Raising awareness of mental health and genetic conditions through art and conversation'.
https://phenotypica.org/projects/share_your_rare/index.html
- Project created by Neus Torres Tamarit and Ben Murray (Phenotypica), in collaboration with Dr Sam Chawner (University of Cardiff) and Catrin Hopkins (University of Cardiff).
- Project visual identity creation with logo design.

Freelance Graphic Designer/Creative Artworker | Shuttlefish, Gloucestershire (London-based remote) | April 2021 - June 2021

- Designed engaging flyers in diverse formats tailored for care homes promotion.
- Amended and improved existing flyers to optimise their impact.
- Selected imagery that effectively conveyed the concept of a Covid-19 safe environment.
- Adapted and redesigned materials for seamless use across electronic and print media.
- Collaborated closely with the Shuttlefish marketing team, and efficiently managed workload using Wrike.
- Liaised with the account and content manager at Shuttlefish.

Freelance Graphic Designer | VividQ, Cambridge (London-based remote) | April 2021 - May 2021

- Refreshed marketing templates to align seamlessly with key branding elements, ensuring a cohesive and visually compelling brand image.
- Conducted technical investigations and risk assessments within Mailchimp, streamlining the process of building user-friendly email marketing templates for content creators.
- Developed and implemented email marketing templates in Mailchimp, enhancing content creation ease and efficiency.
- Maintained productive communication and collaboration with the marketing executive at VividQ, ensuring alignment with the company's marketing objectives.

Graphic Designer/Creative Artworker | The Print Team, London (based in-house and remote) | October 2017 - March 2021

- Managed end-to-end project life cycles, which included creating branding concepts and logos for clients.
- Developed materials while rigorously adhering to clients' branding guidelines to maintain brand consistency.
- Designed a wide array of materials, such as banners, books, brochures, newsletters, leaflets, invitations, and business cards.
- Thrived in high-pressure situations, effectively managing workloads and prioritising tasks to meet deadlines.
- Worked seamlessly with colleagues to optimise workflow coordination.
- Applied specialised industrial printing and finishing equipment and software proficiently.
- Interacted with clients in-office, through email, and via phone to address their inquiries and needs.
- Handled sales transactions and cash register operations, addressing customer complaints and concerns proactively and effectively.

Freelance Graphic Designer | Lockdown Art Residency, London (based remote) | August - October 2020

- Led the visual identity design for the residency, including logo design, fonts, and colour scheme.

- Designed the catalogue and both printed and digital promotional materials.
- Collaborated with the curator and artists to select artworks.
- Worked with the proofreader on text edits for the catalogue.
- Created an artwork for display at the virtual exhibition.

Freelance Graphic Designer | Identity Centric Security, London (based remote) | August - September 2020

- Designed the startup's logo and visual identity concept.
- Collaborated with the customer via email to realise their vision.
- Created a visual identity document outlining colours and fonts used in the logo.

Pre-press/Creative Artworker/Printer | Call Print, London | April 2014 - October 2017

- Created artwork for diverse large-format print materials, including banners, posters, and exhibition stands.
- Designed and prepared various small-format materials for printing, such as books, brochures, and architectural plans.
- Managed and prioritised workloads, working under pressure and meeting tight deadlines.
- Coordinated workload with colleagues to ensure efficient task distribution.
- Used specialised industrial printing and finishing equipment and software.
- Provided customer service by interacting with clients in the office, via email, and by phone.
- Processed sales transactions and operated the cash register.
- Resolved customer queries and complaints effectively.

Curator of and Exhibitor at Cryptic, Art & Science Exhibition | Crypt Gallery, London | April 2016 - October 2016 | June 2017 - November 2017

- Designed banners, posters, and flyers, preparing files for printing.
- Planned, laid out, and executed an exhibition over five months.
- Managed activities of fourteen artists, including invigilation scheduling.
- Organised venue logistics and secured in-kind support.
- Coordinated press coverage and event promotion.
- Planned and managed the budget.

Artist Collaborator | Tate Exchange, Tate Modern, London | November 2015 - January 2017

- Created and led the workshop *Metagenomics in Art* as part of the Tate Exchange Launch Program.
- Designed artworks and prepared files for printing.
- Assisted in running workshops and events for internationally known artists Noa Haim and Albert Potrony.
- Collaborated as an artist in the Tate Exchange program, participating in multiple art activities and workshops.

Graphic Designer | Interact Magazine, London | January 2014 - February 2014

- Designed magazine articles using InDesign.
- Prepared images for print and online publishing using Photoshop.
- Coordinated tasks with article writers and team coordinators.

Cabin Crew | Ryanair, Luton | January 2012 - April 2014

- Aircraft cabin operation.
- Passenger safety procedures.

Graphic Designer | Gort Library, Galway, Ireland (London-based remote) | August 2013 - October 2013

- Designed a leaflet for a photography workshop.
- Designed a poster for a talk about Catalan Culture.

Gallery Assistant and Administrator | Color Elefante, Valencia, Spain | October 2008 - February 2009

- Designed leaflets.
- Contacted clients, artists, other art galleries, and cultural centres.
- Set up exhibitions.
- Handled artwork and prepared it for shipping and transport.
- Updated the website.
- Provided gallery invigilation.

Events Manager and Gallery Assistant | Candid Arts Trust, London | April 2008 - September 2008

- Designed leaflets and posters.
- Managed and curated events.
- Maintained the database.
- Contacted clients, artists, other art galleries, and cultural centres.

Education:

2023. The Chartered Institute of Marketing, London. Distinctive Brand Asset Management.

2023. The Chartered Institute of Marketing, London. Strategic Brand Management.

2017. Central Saint Martins, London. MA in Art and Science - Distinction.

2013. Central Saint Martins, London. Set Design for Film and Television.

2009. Universidad Politécnica de Valencia, Spain. Postgraduate course in Art Direction and Set Design.

2008. Castilla-La Mancha University, Albacete, Spain. QTS, Teaching Training Course.

2007. Miguel Hernández University, Altea, Spain. BA (hons) Fine Arts.