

Laura Alvarado Illustrator/Designer
+44 (0) 7809 401 078
laura.m.alvarado@hotmail.co.uk
www.lauraalvarado.co.uk

Qualifications

2006-09

BA Illustration with First Class Honours, Middlesex University. On graduating was awarded the De Gratia certificate for outstanding studentship.

2005-06

Foundation Diploma Art and Design, Merit

2003-05

A-Levels Economics (A), Psychology (A), Maths (B), AS-Level Physics (C), Certificate in Financial Studies
St. Michaels Catholic Grammar School, London

2001-03

GCSEs Maths(A), English Language (A*), English Literature (A), Double Science Award (AA), Religious Studies (A), Drama (A), Art (A) Spanish (A), Graphic Design (B), History (A)

Exhibitions

2009

“D&AD New Blood”, Olympia, Kensington
“Unwrapped”, Middlesex Graduation Show, Truman Brewery, Brick Lane,
“Look”, group show, Phoenix Cinema + Gallery, London

2008

“I Spy Camden”, Kingsgate Gallery, Kilburn
“Best of Meow”, group show, Phoenix Cinema + Gallery, London

2007

“I Spy Kilburn”, Kingsgate Gallery, London

Creative Projects

“Phoenix Cinema” posters

The Phoenix Cinema will be 100 years old in 2010, and to celebrate the Phoenix has commissioned three of my illustrated posters of the cinema. With the help from the cinema, I organised the printing, framing and hanging of the posters which will be onsale for the next year.

“Unwrapped” Middlesex University Graduate Show: BA Photography, BA Illustration and BA Graphic Design, 2009
Art directed and project managed; created the initial concept of the “design student being ready to be unwrapped at the degree show”. Selected and worked with small team of students to design invitations, posters and catalogue. Also worked directly to raise funds, produce the catalogue and invitation this entailed: sourcing papers, working with die-cutters and printers, and creating hand ink stamps for the typography and image. Solely created all the imagery for the catalogue, in which 2000 were produced, distributed at the degree show in Truman Brewery and also posted to industry contacts.

“It’s Hammer Time!” Art auction held at Jaguar Shoes, Shoreditch, London, 2009

Organised art auction with 4 other illustration students to raise money for charity and to fund an upcoming exhibition. This project involved working with well known illustrators, fashion labels and graphic designers such as Paul Davis, Howies, G-Star, Martin O’Neil and Rob Ryan who kindly donated prints, drawings, collages etc. for the event. Organised publicity - creating a website and updating with photographs of items up for auction. Also created concept and handmade “Bidders’ Bling”, instead of using a paddle, bidders wore individually numbered bling - knuckle dusters and medallion chains. On the night of auction, played role of “glamorous assistant” to show the lots and create bidding wars. A very successful event, raising over £2500.

“Look” Printmaking exhibition at Phoenix Cinema + Gallery, London, 2009

Curated, framed and organised the exhibition in which 25 out of 40 pieces sold. This was the second exhibition I organised with the Phoenix, the first being in August 2008, a show titled “The Best of Meow”

“Meow” Monthly themed zine 2007-09

Edited, promoted and designed for Meow. A fully illustrated zine with themes ranging from the Nautical to the Mathematical. The zine sold in Brick Lane, on university campus, online and in Black Gull Bookshop, East Finchley.

Employment

2003 - present

The Learning Journey

I have worked with Martina McVeigh, director of the company, for six years. In a team of 3, we tutor children aged between 4 and 16 years old. The subjects we cover are Mathematics, English, Science, Verbal and Non-Verbal Reasoning. We continually have pupils that sit entrance exams, for secondary school application, passing often with a variety of schools to choose from. The GCSE students we tutor, have achieved results no lower than B grade in Maths, Science and English. The Learning Journey also supports and works with children and their families who have learning disabilities and/or health issues.

2008-2009

Fashion Fanzine Fan Club, Middlesex University

During May 08 and May 09 I collaborated with a graphic designer to run two workshops with Middlesex University's "Fashion Design Styling and Promotion (FDSP)" students. This was an invitation from Flora McLean, course leader and designer, to have a day of drawing and creating hand-rendered typography. This material was then used, the first year, to illustrate a newspaper style zine, the second year the material was screen printed and made into a "lucky dip" pack. Aside from the fanzine workshops I have also independently run a screenprint workshop with the FDSP students, being employed by Middlesex University.

2007-2008

Housline Building Services

I have worked contractually for the company being responsible for the logistics of the building projects - ordering and organising materials and equipment, and co-ordinating the staff to their specific project. There was also an important role of customer relation, managing both the stakeholder and the client.

2007

Snappy Snaps, London

During the summer months, I had a paid placement working with in the photographic lab and in the studio. Here I learnt how to edit, develop and print photographic film. Part of the job involved using Photoshop software to re-touch and restore photographs.

2004

HSBC, Victoria Branch, London

During A-Level course, HSBC selected six students to work in different branches in Central London for one month. The responsibilities were that of a cashier: speed, trust, professionalism, high level of personal skills and the ability to remain calm under pressure.

2001-2003

Umberto Giannini, Knightsbridge, London

Working in a high profiled salon, I learnt skills of being a hairdresser, both styling and colouring. I worked in the reception dealing with clients. Within the company I was trained within sales of the in-house products and of the other brands we stocked. This was a great job to have whilst studying at secondary school, as I learnt invaluable time management and organisational skills. There was also emphasis on a high level of social and personal appearance when representing the company. Here I worked for two years after being offered a position after a two week work experience placement.

Expertise

Highly competent using Photoshop, Illustrator, InDesign, QuickTime Pro. Experienced in using AfterEffects to create animations.

Excellent level of skill using screen-printing techniques - both handmade stencil and photographic. Experienced in relief printing - etching and dry point. High standard of drawing skills.

Natural ability and interest for art direction, project management and thorough research skills.