

12196 SW 124<sup>th</sup> Path  
Miami FL 33186

Tel 786 293 3647  
Mob 786 395 6062

info@marialoor.com  
www.marialoor.com



**Maria Loor** | Graphic Designer | Visual Artist

## Professional Experience

- |  |   |  |
|--|---|--|
| <b>Designer</b>  | <b>Creative Division   Original Impressions</b> | <b>2007 - Present</b><br>Miami   |
| <ul style="list-style-type: none"><li>• Responsible for designing the company's corporate communication materials as well as their "going green" materials among other clients such as Subway and Pollo Tropical.</li></ul>  |   |  |
| <b>Art Director   Principal</b>  | <b>marialoor dg</b>                             | <b>1996 - 2007</b><br>Ecuador, Argentina, United Kingdom and United States |
| <ul style="list-style-type: none"><li>• Founded studio in 1996 in Guayaquil, Ecuador</li><li>• Designed Visual identity systems, packaging, and P.O.P mostly.</li><li>• Clients: Shell, La Universal, Hilton Colon, Banco Bolivariano, Colgate Palmolive among others.</li><li>• Coordinated temporary working teams with architects, photographers, interior designers, writers and event producers to meet specific project requirements.</li><li>• Prepared proposals, managed budgets and pricing.</li><li>• Lead team of designers in the production of concepts and designs.</li></ul> |   |  |
| <b>Universidad Casa Grande</b>   | <b>Department Chair   Teacher</b>               | <b>1996 - 2001</b><br>Guayaquil, Ecuador                                   |
| <ul style="list-style-type: none"><li>• Developed undergraduate design curriculum, working closely with group of teachers and professionals.</li><li>• Developed the programs of study for several subjects, including bibliography, classroom activities and tests.</li><li>• Taught Design Foundations, Typography, History of Graphic Design and Corporate Identity.</li><li>• Responsible for the Technical Seminar_Design Module for students finishing their BA in Advertising.</li><li>• Gave several lectures and workshops on different topics of design.</li></ul>                 |   |  |
| <b>van den Bergh &amp; Gilliat (today Onomadesign)</b>   | <b>Associate Designer</b>                       | <b>1994 - 1996</b><br>New York, US   |
| <ul style="list-style-type: none"><li>• Assisted Principal in several projects related mostly with Corporate Identity and Branding.</li><li>• Participated in production the Bellsouth identity in the 1996 Atlanta Olympics, and the Metropolitan Transportation Authority Corporate Guidelines.</li><li>• Participated in the production of several identity manuals for Europe and China such as Shandong Airlines, and Hermes and ZWN in The Netherlands.</li></ul>  |   |  |
| <b>Norlop-Thompson Asociados,   JWT Ecuador</b>  | <b>Art Director</b>                             | <b>1987 - 1991</b><br>Guayaquil, Ecuador                                   |
| <ul style="list-style-type: none"><li>• Designed and Art directed several advertising campaigns and design projects for clients such as: Unilever, Banco del Pacifico, among others; working with copywriters and Creative Directors.</li><li>• Lead group of illustrators and comp-artist in the production of advertising campaigns and product designs.</li><li>• Art Directed photo shoots and TV commercial.</li></ul>  |   |  |

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## Education

**Rhode Island School of Design**  
BFA Graphic Design, Designated Honor Student.

**May 1992 - 1994**  
Providence, RI

**IDI-Institute of Design**  
BA Graphic Design.

**1988 - 1990**  
Guayaquil, Ecuador

## Selected Honors, Awards & Publications

- Aiga Award-Miami Chapter  
Logo Ecopartner, Original Impressions 2008
- Book-Latin American Graphic Design/The Best Latin American Graphic Designers from yesterday and today. By TASCHEN, 2008
- Latin American Graphic Design, published by TRAMA. 2006, Quito, Ecuador
- Graphic Designers of the World, published by INFORBOOKS. 2004, Spain
- Second Ecuadorian Design Biennale 2000, Quito, Ecuador  
Third place Award for brochure "ARTEMIS" Spa
- "Best Ecuadorian Logos" 1999, Quito, Ecuador  
First Prize, Business section for "Montgomery & Palacios"  
Honor Mention for "La Platoteca" Products Category.
- Bo Bernstein Award, Rhode Island School of Design. 1994, Providence, RI  
Best Degree Project. 1994
- "Condor de Oro", Advertising agencies of Ecuador. Between 1987-1991  
Advertising Award. Best Campaign for magazine. La Universal Noodles  
Advertising Award. Best Poster, Baby powder Mexanita.
- Best Illustration Award, "El Comercio" Newspaper. 1988, Quito, Ecuador

## Additional Skills

- Fluent in English and Spanish. Working knowledge of Italian.
- Proficient in many image and text editing software such as In Design, Illustrator, Photoshop.
- Working knowledge of Dreamweaver.