

# ANDREINA

SENIOR ART DIRECTOR &  
GRAPHIC DESIGNER

27.12.1982

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As an experienced, versatile Art Director and Designer originally from Venezuela but now rooted in Vienna, I pride myself on blending creativity with illustration expertise. My keen eye for detail and fervor for brand design infuse each project with a unique perspective. Seamlessly integrating illustrations into my designs, I bring an added layer of authenticity and innovation to your brand's visual identity.



## EDUCATION

**Prodiseño. Visual Communication University** | Caracas, Venezuela  
2001-2005 Bachelor in Graphic Design & Visual Communication.

## EXPERIENCE

**Dockyard GmbH** (Creative Film Production Agency) | Vienna, Austria  
2019 – Present – Senior Art Director/Graphic Designer  
**Viertco** (Animation & Motion Design Collective Studio) | Vienna, Austria  
2012 - 2019 – CoFounder, Senior Art Director & Graphic Designer  
**Dancing Diablo Animation c.a.** (Animation Studio) | Caracas, Venezuela  
2010 - 2011 – Art Director & Illustrator  
**Totuma Communication + Design** (Motion Graphics & Broadcasting Agency) | Caracas, Venezuela  
2007 / 2009 - Art Director & Illustrator  
2005 - 2006 - Illustrator



# DÍAZ BELTRÁN



## I AIM FOR

Visual communication is not just a career or area of work, but a lifestyle. The initiative to create beauty and generate perfect communication ends up modifying fundamental aspects such as ethics and the way in which we express ourselves, even in our most everyday life. Because of this, the effort to be a better visual communicator is not only reflected in professional experiences but also in the gratification of being a better human being every day.

### CUSTOMERS THAT TRUSTED & WORKED FOR

WKO  
Nvidia  
Wiener Konzerthaus,  
Wiener Staatsoper  
MSD Merck  
All I Need,  
Magenta  
Notariatskammer Austria  
Liechtenstein Turisem  
Red Bull Music Festival NY.  
Discovery Channel  
HBO  
Nickelodeon  
Sony entertainment television  
Pipelife  
Backhausen

### SKILLS

Art Direction  
Graphic Design  
Illustration  
Motion Design  
Brand Identity & Campaigning  
Web Design  
Visual Communication  
Typography

### MY VALUES

Creativity  
Professionalism  
Innovation  
Teamwork

### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
AI | Midjourney  
Procreate  
Microsoft Office Suite  
Wix Studio  
Windows  
MAC OS.

### LANGUAGES

Spanish | Spoken and Written  
-mother tongue

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English | Spoken and Written

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German | Elementary Proficiency

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### AWARDS

**2024 – CCA (SILBER)**  
Company: Dockyard | Category: Beste Kamera, Project: Plachutta – Art of Vienna (Stop Motion Animator)

**2021 – CCA (BRONZE)**  
Company: Dockyard | Category: Animation, Project: Pet Sounds (Art Direction & Design)

**2018 – JOSEPH BINDER AWARD (DISTINCTION AWARD)**  
Company: Viartco, Category: Communication Design, Project: VIP Christmas Card (Design)

**2014 – JOSEPH BINDER AWARD (DISTINCTION AWARD)**  
Company: Viartco, Category: Commercial Illustration, Project: The Story of All I Need (Design & Illustration)

**2011 – BDA LATIN AMERICA (GOLD)**  
Company: Totuma Comunicación + Design, Category: Promotion news/current event promotion, Project: Japan catastrophe promo (Designer)

**2009 – PROMAX-BDA (BRONZE)**  
Company: Totuma Comunicación + Design, Category: Public Service Announcement, Project: NYC Condoms Campaign (Design & Illustration)

**2008 – BDA LATIN AMERICA (GOLD)**  
Company: Totuma Comunicación + Design, Category: Online Advertising Design, Project: Totuma's X Mas Card 2007 (Design & Illustration)

**2008 – BDA INTERNATIONAL (GOLD)** Company: Totuma Comunicación + Design, Category: Best e-card, Project: Totuma's X Mas Card 2007 (Design & Illustration)

**2008 – BDA LATIN AMERICA (BRONZE)** Company: Totuma Comunicación + Design, Category: On-Air Identity Campaign, Project: HBO 2008 ID's (Designer)

**2007 – BDA INTERNATIONAL (BRONZE)** Company: Totuma Comunicación + Design, Category: Special Event Program Promotion, Project: Woman's Day (Designer)

**2006 – BDA WORLD GOLD (GOLD)** Company: Totuma Comunicación + Design Category: e-card, e-greeting or e-vite, Project: Totuma's X Mas Card 2005 (Design & Illustration)

**2006 – BDA WORLD GOLD (GOLD)** Company: Totuma Comunicación + Design Category: e-newsletter/e-mail Campaign, Project: Totuma's X Mas Card 2005 (Design & Illustration)

**2006 – BDA LATIN AMERICA (GOLD)** Company: Totuma Comunicación + Design Category: Special Event Promo, Project: Woman's Day (Designer)

### PUBLICATIONS

**2018 – Verlag für moderne Kunst GmbH) Casanova Sorolla Catalog** "Publishing House for Modern Art" (Design & Layout)

**2013 – Das Martinschlössel in Klosterneuburg** "History Book" (Design & Layout)

**2008 – 2015 Magazine Bienmesabe** "Editorial illustrations" (Illustration)

**2005 – 2011 Magazine +Salud** "Editorial illustrations" (Graphic Design & Illustration)

**2009 – Macho que se Respeta, Sony Entertainment Television. In STASH magazine #63** (Together with the team of Totuma Comunicación + Design, Credit: Design & Illustration)

**2008 – Totuma featured in Todo en Domingo Magazine/El Nacional** (Together with the team of Totuma Comunicación + Design)

**2007 – Nickelodeon Graphic Package, STASH BEST OF 2007.** (Together with the team of Totuma Comunicación + Design, Credit: Design & Illustration)

**2007 – Totuma xmas. In STASH magazine #41** (Together with the team of Totuma Comunicación + Design, Credit: Design & Illustration)

**2006 – Totuma in STASH magazine #38.** Graphic package for Nickelodeon Latin America (Together with the team of Totuma Comunicación + Design, Credit: Design & Illustration)

### PUBLISHED WORKS

**2010 – Los Deditos Quintuples** "Children's book" (Graphic Design & Illustration)

**2009 – 1325 mujeres tejiendo la paz** "Publication with a collection of illustrations" (Illustration) Madrid

**2006 – Machetico y Machetón** "Publication of graphic comics: Más Cómic Será tu abuela" (Illustration)

**2006 – MonckeyBall** "Publication of graphic works: Die Gesalten Play Loud" (Illustration)