

# LAURA FOGAR

Branding and Graphic Design  
London

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[www.laurafogar.com](http://www.laurafogar.com)

## Education

**University of the Arts London**  
London College of Communication  
Master Degree  
Graphic Branding and Identity  
2016-2017

**University of the Arts London**  
London College of Communication  
Postgraduate Certificate  
Design for Visual Communication  
2015-2016

**Sotheby's Institute of Art**  
Art & Finance in a Global Market  
April-June 2014

**University of the Arts London**  
Central Saint Martins  
Introduction to Curating  
January-March 2009

**University of Bologna Italy**  
First level Degree  
DAMS Visual Arts  
2000-2005

## Skills

Attention to detail	●●●●●
Time management	●●●●○
Communication	●●●●○
Team work	●●●●●
Research	●●●●●
Critical thinking	●●●●○
Reliability	●●●●●

## Technical Skills

InDesign	●●●●○
Illustrator	●●●●○
Photoshop	●●●●○
After Effects	●●○○○

**English Language Certificate**  
Pearson Academic English  
January 2015

**Languages**  
Italian mother tongue  
English fluent (11 years in the UK)  
Spanish intermediate

## Experience

### GRAPHIC AND BRANDING DESIGN FREELANCER

January 2018 to present

Current project:

**Lavuliv** Italian extra virgin olive oil  
Brand identity  
<http://www.laurafogar.com/projects/lavuliv-2018/>

Working as a freelance designer helped me to understand and deal with the clients' requests and business needs and improve my time management and organisation. This experience also helped me to shift from an academic context to a fast-paced professional one.

### SENIOR SALES ASSOCIATE

#### Michael Kors Collection

Luxury Fashion and Accessories  
Sloane Street and Harrods  
2015-2017

Developed excellent cross-selling skills  
Organised appointments with clients for collection viewing  
Dealt with customers' matters and repairs  
Trained staff on luxury product presentation

While doing the Postgraduate and Master I worked part-time strengthening my determination and time management skills in order to meet dead lines.

#### Fendi

Luxury Fashion and Accessories  
Harrods and New Bond Street, London  
2012-2015

Delivered superb customer service  
Developed excellent communication skills  
Developed solid client relationship  
Provided personalised assistance  
Excellent team work skills  
Ready to Wear product ambassador  
Delivered training to new member of staff

Working as a sales associate in a highly competitive environment contributed to the development of my communication skills.  
Being in direct contact with clients made me a good listener and interpreter of their needs.  
Moreover, this experience taught me the importance of team work in order to achieve given objectives. All in all this job conferred me a great tenacity and self-confidence to achieve goals and overcome challenging situations.

## Volunteer Experience

### CURATOR ASSISTANT AND INVIGILATOR

**Antonio Corazza**  
**Retrospective exhibition**  
Cervignano del Friuli, Italy

Taken part as **artist** to exhibitions organized by Colonos Cultural Association, Udine, Italy.