

marjorie plenge///13.05.1972///german national///
mob. 079 521 65 72///margo.plenge@gmail.com
blog.margoplenge.com



FREELANCE WORK

From 2000 - to date

Switzerland, England, Italy & Perú

- Corporate design: brochures, logos, business cards, invitations etc.
- Better Energy Systems, Solar power mobile phone charger, 'Solio' Logotype.
- Prêt a Manger shops photo-production for Public Relations department.
- CD inserts design for DJ's & promotional material.

EMPLOYMENT HISTORY

2009 - to date

Immobilien & Business Verlags AG (immobilienbusiness.ch / swissbusinessweb.ch)

Zürich, Switzerland

Designer, Magazine Production 60%

- Design and layout for the magazines Immobilien Business & Swiss Business, as well as advertisement and promotional material.
- Responsible for new design concept for the bi-monthly english magazine Swiss Business.
- Photography and illustrations for both magazines.

2007-2008

The Nuance Group (www.thenuancegroup.com)

Zürich, Switzerland

Creative Designer, Marketing Department 100%

- Design different graphic-marketing material (promotions, vouchers, flyers, posters and catalogues).
- Full implementation of creative marketing ideas and concepts.
- Creating web banners. General support for the TNG Marketing Europe.

2005-2007

De Giorgi Advertising (www.degiorgiadv.com)

Turin, Italy

Graphic designer - Freelancer

- Hotel "Compagnia di San Bernardino": Design & concept development for the hotel's exhibition. Followed by posters, displays, panels, business cards, menus, invitations & postcards.
- Michelin: Re-styling cover Green Guide in Italy. Michelin: "Cosi Viaggiavamo" (50th Anniversary book of Michelin's Red. Guide in Italy) Michelin & Palermo Province: City Tourist guides of Palermo city in 5 different languages.
- Famar: Product's catalogue. Viberti: Corporate Brochure.

Prêt a Manger Ltd. - Europe (www.pret.com)

London, England

2004

Design Assistant, Shop Development Department (Part time role)

- Working as part of the in-house design team on developing the new Prêt Cafe concept, including sourcing light fittings, furniture, wall finishes etc.
- Designing and maintaining a photographic reference book of all new shop design projects. The design and art working of bespoke in-shop signage (menu boards, directional signage etc.) across the estate of 125 shops
- The design and art working of external signage, banners and window graphics.
- Site surveying and photographic recording of 70 shops across the estate for refurbishment programme.

2002-2003

Design Assistant, International Brand Management (Part time role)

- Designed the template and produced layouts for the entire Brand Personality intranet documents including Packaging, Food, Passion Facts, Internal Communications, and Customer Services etc.
- Managed the project from the beginning through to going live on the intranet. Set up a packaging archive for the intranet, photographing and annotating the entire archive of Pret's packaging history. I continue to have responsibility for keeping this up to date in my current role. Designing internal communication pieces e.g. bi-annual company party posters and invitations.

Belcorp (www.ebelparis.com)

Lima, Perú

1998-2001

Graphic Designer, Marketing and Design Department

- Design of catalogues and brochures for International markets, from the production of drafts designs/rough outlines, through to final digital artwork for the printers.
- Creation, design and development of new products targeting different strata of the Peruvian and International markets.

design///creativity///expressions///explore/// playground///approach///impressions///concepts ///displays///movement///communication...

- Directly responsible for design concept for Body Care range marketing campaigns for the Colombian market. Co-developed initial concepts to completion with the creative writers for marketing campaigns to launch new products.
- Presentations to the Board of Directors Market analysis: Research of competitive products in the market.
- Art Direction of photo shoots: Co-working with the photographers on stage in both model and product sessions.

El Comercio (www.elcomerciope.com.pe) Peru's leading and oldest newspaper

Lima, Perú

1995-1997

Designer, Magazine Department

- Designer responsible for design and layout of the weekly TV and cultural supplements. Briefed Illustrators and photographers on the requirements for each issue.
- Responsible for photo & illustration selection (with magazine editor and journalists).

1993-1995

Graphic Designer, Advertising Department

- Designed and laid out B&W and colour advertisements for the Sport, Cultural and TV magazines published with the newspaper. By providing agency services directly to advertising clients.

CONTESTS

2003 „ART OF CAN” (www.artofcan.com)

2003 'Art of Can', entry short listed for Red Bull exhibition in Dublin.

Materials used: metal sculpture made with mesh, wood, cans and wires.

EDUCATION

1976-1988

Santa Ursula School

Lima, Perú

(German Diploma Awarded) Sprachdiplom 1

1990

Georgetown University, School of Languages and Linguistics

Washington D. C., USA

English Diploma Awarded (Grade A)

1989-1992

Toulouse Lautrec Institute / Art, Media & Design Institute BA Graphic Design

Lima, Perú

2001

London College of Printing, Adobe Illustrator Skills Course

London, England

2004

Central Saint Martin's School of Art / Dreamweaver MX 2004 & Flash MX 2004

London, England

SKILLS

Hand sketching, airbrush, charcoal, colour hand illustration using various techniques. Photography and photo developing. Apple Mac and PC: Adobe CS2-3: Photoshop, Illustrator, In-Design, Quark Xpress 5.0, Microsoft Word, Power Point, Adobe-Acrobat 6.0, Macromedia 10 Freehand. Basic Dreamweaver & Flash MX 2004.

LANGUAGES

Spanish, Mother tongue

English, Fluent, written & spoken (C2)

Italian, Fluent, written & spoken (C1)

German, Intermediate, written & spoken (B1)

INTERESTS

Photography and photographic developing/printing techniques, hand & digital illustration, restoration, furniture and fashion design, modern dance and art, travel, power kiting and off-piste skiing.