



VISUAL COMMUNICATION FOR SOCIAL PROJECTS

Trilce Melina García Cosavalente // Specialist in the conceptualization and execution of graphics for the health and educational fields in educational-communicational projects producing diverse materials. Experience in editorial design, illustration and infographics. **Advance English.**

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EDUCATION

Universidad Politécnica de Valencia, Spain
Certificate of attendance for the Master in Design and Illustration. From September 2016 to June 2017

Universidad Politécnica de Valencia, Spain
Certificate of attendance in Digital Techniques: Processes and resources for design and illustration. From October to December 2016

Escuela creativa "Underground", Argentina
Copywriting, Art Direction, Conceptualizing Courses. From January to March 2008

Instituto de Comunicación y Diseño Toulouse Lautrec. Peru
Degree in Direction & Graphic Design recognised by the State. From 2001 to 2005

EXPERIENCE

FREELANCE 2010-2017

- **Pan American Health Organization (PAHO/WHO WASHINGTON)**. Design of diverse visual material for different areas of the organization.
- **BRITANICO. Asociación Cultural Peruana Británica**. Creation of graphic style for different projects in education matters.
- **Ministry of Health, Peru. Mental Health Area**. Creation of diverse publications related to mental health problems.
- **National Hospital "Edgardo Rebagliati Martins" Mental Health**. Branding for the programmes of the Mental Health Area.

INHOUSE 2006-2010

- **Universidad Cesar Vallejo**. Graphic designer.
- **BRITANICO. Asociación Cultural Peruana Británica**. Marketing Assistant.
- **Indelband**. Internship in marketing area.

PROGRAMMS

 Illustrator

 Photoshop

 InDesign

 Flash

2016

December

BRITANICO. Asociación Cultural Peruano Británica Design/layout for the institutional Christmas Card.

November

Pan American Health Organization (PAHO/WHO WASHINGTON) and Campus Virtual de Salud Pública Design/layout for the online course "Conocimiento y Análisis en Acción"

October

Pan American Health Organization (PAHO/WHO WASHINGTON) Design/layout of the publication: The Health of Adolescents in the Dutch and British Overseas Caribbean Territories.

September

Pan American Health Organization (PAHO/WHO WASHINGTON) and Secretaría General Iberoamericana Design/layout of the publication: "La Cooperación Sur-Sur y Triangular"

May

Pan American Health Organization (PAHO/WHO WASHINGTON) Design/layout of the publication: Maternal Neonatal Immunization Field Guide

April

Pan American Health Organization (PAHO/WHO WASHINGTON) A Promise Renewed (APR) for the Americas Seven country profiles "Equity at Glance" Costa Rica, Panama, Guatemala, Honduras, Dominican Republic, Nicaragua and Belize.

March

Pan American Health Organization (PAHO/WHO WASHINGTON) Design/layout of the publication: Antiretroviral treatment in the spotlight The HIV epidemic and continuum of care in children in Latin America and the Caribbean. Spanish / English

2015

May

Pan American Health Organization (PAHO/WHO WASHINGTON) A Promise Renewed (APR) for the Americas "Health Equity and the Post-2015 Agenda in LAC" Event Design/layout of the banners and invitations of the event. Spanish and English version

March / May

BRITANICO. Asociación Cultural Peruano Británica Design/layout of the Annual Report 2014

March/April

UNICEF A Promise Renewed (APR) for the Americas and Pan American Health Organization (PAHO/WHO WASHINGTON) Design/layout of the banners, brochures and folders (Spanish/English)

January

Mental Health Area from National Hospital Edgardo Rebagliati Martins Design of logotype and design/layout of the brochure for the service "Hospital de Día"

2014

November

BRITANICO. Asociación Cultural Peruano Británica

Design/layout of calendar 2015 for
BRITANICO Empresarial

MURRUP Editorial

Design/layout and proofreading of the book
"Cosas de Familia. Metáfora de la identidad
en la poética de José Watanabe" by José Li
Ning Anticona. (Family Matters. Metaphor for
identity in the poetry of José Watanabe)

June

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout and illustration of the
Statistical Bulletin "La salud de los pueblos
indígenas y afrodescendientes de América
Latina"

May/August

Ministry of Health, Peru. Mental Health Area

Design/layout, editing and proofreading of
brochures and medical cards about:

- "Tamizaje y Atención en Depresión"
(Depression Screening)
- "Apego. Vínculo Madre-niño"
(Bonding mother-child)
- "Salud mental de la mujer en el embarazo"
(Mental Health of women in the pregnancy)

March

BRITANICO. Asociación Cultural Peruano Británica

Design/layout of the Annual Report 2013

January/March

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the publication
"Reproductive Health and Healthy
Motherhood. Aligning National Legislation
with International Human
Rights Law". Spanish version, Portuguese
version and English version.

January

Ministry of Health, Peru. Communication Area

Design/layout of Infographics about the new
National Health Reform.

- **Reforma en Salud. ¿Qué es? y los 12
Lineamientos** (Health Reforms. What is it? and
12 Guidelines)
- **24 Decretos Legislativos para la Reforma de
la Salud** (24 administrative acts for the Health
Reforms)

2013

August

BRITANICO. Asociación Cultural Peruano Británica

Design/layout of the Annual Review Magazine 2012

June

BRITANICO. Asociación Cultural Peruano Británica

Design/layout of the templates of the "BRITANICO BLENDED" learning platform

May

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the book "Strategy and Plan of Action for integrated child health". Spanish version, Portuguese version, English version, French version

BRITANICO. Asociación Cultural Peruano Británica

Design/layout of the lecture: "Dos Siglos de Bonanza Minera en el Perú"

May

BRITANICO. Asociación Cultural Peruano Británica

Design of logo for the Latin American Conference of English teachers held in Lima Peru. LABCI 2013

April

BRITANICO. Asociación Cultural Peruano Británica

Training (consultancy) in the new platform VIRTUAL BRITANICO

January

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the SOFTWARE Guide LiST. Spanish version.

Various months of 2013

BRITANICO. Asociación Cultural Peruano Británica

Layout of the BRITÁNICO NEWS monthly review.

2012

December

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the internal pages of the publication "Guía para el uso de las herramientas computarizadas para la capacitación y adaptación de AIEPI. SOFTWARE ICATT". Spanish version

September

Ministerio de la Mujer y Poblaciones Vulnerables - MIMDES (Ministry of Women and Vulnerable Populations, Peru)

Design/layout and illustration of the publication "Plan Nacional de Acción por la Infancia y la Adolescencia" (PNAIA) 2011-2021. Two versions: short/long

June

MILESTONE TRAVEL CONSULTANTS

Design and illustration for flyer and brochure. English version

February/March/April

BRITANICO. Asociación Cultural Peruano Británica

Inhouse Design consultancy for various products of the institution. Brochures, posters, invitations, newsletters, templates for the web pages.

Various months of 2012

BRITANICO. Asociación Cultural Peruano Británica

Layout of the BRITÁNICO NEWS monthly review.

2011

December

Partners In Health - PERU

Design/layout of the book "Módulo de Promoción de Prácticas Saludables en Salud Respiratoria para Profesores de Educación Secundaria de Ciencia, Tecnología y Ambiente"

November

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the brochure "Comisión de Información y Rendición de Cuentas sobre la salud de las mujeres y los niños de América Latina y el Caribe"

Pan American Health Organization, Peru

Design/layout of the Report "Sistematización Intervención de Comunicación Pandemia A(H1N1) Perú 2009

October

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the publication "Salud Materno Infantil en Bolivia"

August

CONCYTEC and Ministry of Education, Peru

"Planeamiento estratégico y cuadro de mando integral en la Gestión Pública" by Raúl Choque Larrauri

July

Pan American Health Organization (PAHO/WHO WASHINGTON)

Design/layout of the publication "Atención Integrada a las Enfermedades Prevalentes de la Infancia ESTRATEGIA AIEPI"

InHouse

March/
April
2011

B+A. Mas allá de la Marca

Graphic Design House which works in Visual Identity and communicational strategies

Graphic Designer

Assistant as graphic designer for the Backus Annual Report 2010
Layout, photo editing and design of different materials

August
2009/
July
2010

Universidad César Vallejo

Marketing, Branding and Advertising Area.

State recognised university established 17 years ago in Trujillo – Peru. Currently has 7 locations across Perú. Universidad Cesar Vallejo is part of the consortium of universities: Universidad Cesar Vallejo, Universidad Señor de Sipan and Universidad Autonoma

Graphic Designer

In charge of:

- Research and creation of the new branding for the university (As a member of a team).
- Research, analysis and production of virtual formats for different requests.
- Animation for TV of different courses and workshops of the university.
- Production of different materials for the Social Area.

April/
June
2008

Mobile Bridges

Dutch company dedicated to mobile technology and interaction with communication and advertising in virtual space.

Graphic Designer

In charge of:

- Production and implementation of the virtual community for kids Club Time Machine.
- Creation of interactive games for kids from Europe and America promoting a learning space for educational virtual playground.

March
2008

Asociación Argentina de Compañía de Seguros - AACCS (Argentina)

Graphic Designer

Research and production of the logotype for their new product "Defensoría del Asegurado". www.aacs.org.ar

InHouse

May 2006/
December
2007

BRITANICO. Asociación Cultural Peruano Británica

Cultural Association founded in 1937, dedicated to English teaching in Peru. Aims to promote the British culture and also culture in general in the country.

Marketing Assistant – Marketing Area

In charge of:

- Updates of the institutional web page. www.britanico.edu.pe
- Production of educational material for the students of the institution.
- Concept and design for the teachers' material
- Concept and design of the internal campaign "Medio Ambiente" launched in partnership with Municipalidad de Santiago de Surco.
- Concept and design of the 70 year anniversary greetings in Diario El Comercio.
- Design of material for Cultural Centre.
- Support in events and market research.

July 2005/
February
2006

Indelband

Company specialist in the development, production and commercialization of rubber products and plastic for exportation.

Graphic Designer

In charge of:

- Production of virtual presentation for the exterior market.
- Merchandising
- Design of the Virtual Product Catalog.

● **DISTINCTION**

- "IMAGEN" Exhibition in Larcomar (December 2005) for the illustration Fiona Apple. Institute of Art and Design "Toulouse Lautrec" – Lima, Peru.
- Award TRADE (November 2004) for the ONG Foro Ciudades para la Vida. Institute of Art and Design "Toulouse Lautrec" – Lima, Peru.
- "IMAGEN" Exhibition (December 2002). Third place in Tridimensional mockup. Institute of Art and Design "Toulouse Lautrec" – Lima, Peru.

● **VOLUNTARY WORK**

Workshop "Ceramic for kids"

Organizer of the workshop for kids who live in Casa Hogar Juan Pablo II.
Planning, production and logistics for the summer workshop for kids (5 to 13 years old).
Lima, Peru

Translator

Translator for the Medical Team of Diócesis de La Crosse, Wisconsin, Estados Unidos in Casa Hogar Juan Pablo II.
Lima, Peru



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