

FLAVIA ZORRILLA DRAGO

Mexico City 1985 www.flaviazdrago.com

LANGUAGES

Spanish (Native). English (C1). French (B1).

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Microsoft Office, and open-source software to manage bibliographic data, references and research.

GRAPHIC DESIGN AND ADVERTISING

As graphic designer I have experience in a wide range of visual communication areas like branding, packaging, character design, textile, lettering, editorial and advertising campaigns. Always combining my knowledge as graphic designer with my illustration expertise.

Design Studios

Branch Branding (2011-2013), Onírika (2010-2011), Lerf Design Group (2008-2010) and TD2 (2007).

Brands

Hermès, Sesame Street Mexico, Trident Splash, Nestlé (Dolce Gusto, Capuccino, Chocolate Abuelita and Crunch), Hunt's and the Frida Kahlo Trademark among others.

ANIMATION

I have collaborated with some animation studios creating characters and scenarios as well as developing the concept and artwork for several non-profit organisations' humanitarian aid campaigns.

Animation Studios

Diecinueve36 (2016), Hola Combo (2016), Toro Films (2015) and Televisa México (2011).

Non Profit Organisations

OIT (Organización Internacional del Trabajo / International Labor Organization). OEI (Instituto para el Desarrollo y la Innovación Educativa / Institute for Educational Development and Innovation).

UNHCR (United Nations High Commissioner for Refugees).

CHILDREN'S BOOK ILLUSTRATION

From 2011 on, I have been working as a freelance illustrator. I have more than ten books published in Mexico, Spain and the United States.

Walker Books will publish my first book as an author and illustrator called *Gustavo the Shy Ghost* in 2020. It will be followed by another picturebook and two board books in 2021.

In September 2018 I signed a contract with Claire Cartey, who represents my work internationally.

AGENTS

Pencil Ilustradores - Spain (2013-2018)

Claire Cartey - UK (from 2018)

EMPLOYMENT HISTORY

TD2

Mexico

Junior Graphic Designer

Nov 2007 - Jun 2008

Responsibilities:

- To develop packaging and branding projects.
- Relevant clients: Hunt's and Galerías Shopping Mall.

LERF Design Group

Dos de Abril 117 (47), Azcapotzalco, 02000, Mexico City, Mexico

Junior Graphic Designer

Aug 2008 - Mar 2010

Responsibilities:

- To develop concepts and artwork for packaging and branding projects.
- Illustration and character design.
- Editorial design for a monthly magazine.
- Relevant clients: Trident, La Moderna, Grupo Peñafiel and Forever Living.

Onírika

Mexico

Illustrator / Graphic Designer

Apr 2010 - Feb 2011

Responsibilities:

- Editorial design and illustrator.
- To develop and conceptualize branding and animation projects.
- Relevant clients: OIT (International Labor Organization) and El Morbito, children's newspaper.

Branch Branding

Montes Urales 754, Lomas de Chapultepec V Secc, Miguel Hidalgo, 11000, Mexico City, Mexico.

Illustrator / Graphic Designer

Aug 2011 - August 2013

Responsibilities:

- To develop concepts and artwork for branding, packaging, advertising, and product design.
- Illustration, storyboard and character design.
- Relevant clients: Nestlé (Dolce Gusto, Capuchino, Crunch, Chocolate Abuelita, Carlos V) and Frida Kahlo.

Pencil Ilustradores

Paseo de Zorrilla 42, Bajo Izquierda 47006 Valladolid, Spain.

Freelance Illustrator

Sept 2015 - Sept 2018

Responsibilities:

- To illustrate book covers, posters, textbooks and picturebooks.
- Relevant clients: A Fin de Cuentos, Cruilla, Santillana and Siruela.

STUDIES

- **MA Children's Book Illustration (Distinction).** Anglia Ruskin University (ARU), Cambridge, 2016-2018.
- **Image Imprimée.** École Nationale Supérieure des Arts Décoratifs (ENSAD), Paris, 2013-2014.
- **Diploma in Advanced Illustration and Digital Support.** Escola Massana Centre d'Art i Disseny (MASSANA), Barcelona, 2011.
- **BA (Hons) Graphic Design (Honourific Mention).** Universidad la Salle (ULSA), Mexico. 2003-2007.

LECTURES AND WORKSHOPS

- **Lecture and Workshop - Picturebook.** UNAM, Mexico, 2020.
- **How to Create and Develop a Picturebook Project.** Domestika, online course, 2020.
- **Lecture and Workshop - The Colour Is Not How They Paint It.** Casa Picnic, Mexico, 2019.
- **Lecture and Workshop - In Their Shoes: Creating Characters and Worlds for Illustration.** Casa Picnic, Mexico, 2019.
- **Lecture - Ideasfest: Mixing Traditional and Digital Techniques for Illustration.** Bologna Children's Book Fair, Italy, 2018.
- **Lecture and Workshop - Illustration and Concept.** Nottingham Trent University, UK, 2018.
- **Future Design.** ULSA, Mexico City, 2016.
- **Lecture and Workshop - Encuentro UNO.** UAEMéx, Toluca, 2015.
- **Lecture - Speaking of Design.** ULSA, Mexico City, 2014.
- **Round Table - Ilustra-diseño.** UAM, Mexico City, 2013.
- **Workshop - Destroy to Create.** ULSA, Mexico City, 2011.

AWARDS

- **Sebastian Walker Prize.** Shortlist (student), UK, 2018.
- **The Macmillan Prize.** 2nd place (student), UK, 2017.
- **VI Ibero-American Catalogue of Illustration.** Selected, Spain and Latin America, 2015.
- **X Latin American Design.** Selected, Argentina and Latin America, 2015.
- **XXIV Catalogue of Illustrators for Children and Youth DGP-Conaculta.** 1st Place, Mexico, 2014.
- **Workshop Dessin-moi un carré Hermès.** 1st Place, Paris, 2013.
- **Pentawards Self Promotion Packaging: Wine Label.** Bronze Award. Worldwide, 2012.
- **a! Diseño Award.** Illustration for mugs "Chocolate Abuelita" Nestlé. Silver Mention. Mexico, 2012.
- **XX Catalogue of Illustrators for Children and Youth DGP-Conaculta.** Selected, Mexico, 2010.
- **Medal "Miguel Febres Cordero".** For the highest score of her class (9.58 out of 10), Mexico, 2007.
- **Second ULSA Workshop "Branding".** For marketing the wine brand SELEXIÓN. 1st place (student), Mexico, 2006.
- **First ULSA Workshop "National Health Week Campaign".** National Campaign for the Health Department. Radio, television and printed media. 1st place (student), Mexico, 2005.
- **XV Quorum AWARDS.** Illustration. Silver Mention (student), Mexico, 2005.
- **University Photography and Illustration Competition EPSON-ULSA.** 1st Place (student), Mexico, 2005.

SCOLARSHIPS

- **Applied Arts Scholarship.** France/México FONCA, 2012-2013.
- **Scholarship for Abroad Studies FONCA-CONACYT.** UK/México, 2016-2018.

COLLECTIVE EXHIBITIONS

- *Trazos y Miradas*. Mexico City Government, Mexico City, 2020.
- *#8Mation*. #8Mation, Mexico City, 2020.
- *Raíces*. Feria del Libro Infantil y Juvenil, Buenos Aires, 2020.
- *The Beauty of Life*. Contemporary Illustration Exhibition, Shenzhen (Pingshan), 2018.
- *Diablitos*. Hellion Gallery, Portland, 2019.
- *Lebowskiland*. Land Gallery, Portland, 2018.
- *MA Children's Book Illustration 2018*. Candid Arts Trust, London, 2018.
- *Estereotipas*. Vértigo Gallery, Mexico City, 2017.
- *Mural Painting*, MUJAM - Toy Museum of Mexico. Mexico City, 2016.
- *Women, Their Perspective*. Aguafuerte Gallery, Mexico City, 2016.
- *Trazos que cuentan Colores que Narran*. Franz Mayer Museum, Mexico City, 2015.
- *Menos de 30*. Vértigo Galería, Mexico City, 2014.
- *Con-secuencia*. ALIAC Cultural Centre, Mexico City, 2013.
- *Mural Painting*, José María Velasco Gallery. Mexico City, 2012.
- *Chocolate*. Chocolate Museum, Mexico City, 2012.
- *Barquitos*. Itinerant Exhibition in Barcelona, Prague, Amsterdam, Greece, etc., 2011.
- *No es un Versus*. Juan Rulfo Cultural Centre, Mexico City, 2010.

PUBLICATIONS

- *Peek-A-Boo!*, Walker Books, UK (to be published) 2021.
- *Counting Monsters*, Walker Books, UK (to be published) 2021.
- *Leila's Great Witchy Bakeoff*, Walker Books, UK (to be published) 2021.
- *Gustavo, the Shy Ghost*, Walker Books, UK, 2020.
- *Ricitos de Oro*, Combel, Spain, 2019.
- *Robberlutxtina i la reunió de les bruixes*, text Xavier Vernetta, Cruïlla, Spain, 2018.
- *Santo remedio*, poems by Ernesto Lumbreras, Secretaría de Cultura-Petra, Mexico, 2017.
- *Cuentos para niños. Leo Tolstoy*, text Selma Ancira, Secretaría de Cultura, Mexico, 2017.
- *Salvemos al elefante*, text Ana Merino, Santillana, Spain, 2017.
- *Aventuras y desventuras de los alimentos que cambiaron el mundo*, text Teresa Beneítez, A Fin de Cuentos, Spain, 2017.
- *Manual oficial de instrucciones súper detalladas para atrapar aluxes traviesos*, text Felipe Lanz, Fundación Armella, Mexico, 2016.
- *Dientes*, text Antonio Ortuño. Secretaría de Cultura-Petra, Mexico, 2015.
- *¿Qué pasa?*, text Margarita Lignan Camarena. Pearson, Mexico, 2015.
- *Un arcoíris de rebozos*, text Vivian Mansour. Fondo editorial del gobierno del estado de Morelos, Mexico, 2014.
- *Foto sorpresa*, text Elena Dreser, Tres Abejas, Mexico, 2013.
- *Voces de los cinco continentes*, text Roxanna Erdman, Secretaría de Cultura-Brainst, Mexico, 2013.
- *Calva y brillante como la Luna*, text Laura Athié, Brainst, Mexico, México, 2013.

ACADEMIC ESSAYS

- *Evolution of Fairy Tales: From Folklore to the Picturebook*, Diploma Review, ARU, 2017.
- *Picturebooks and Taboo Topics*, ARU, 2017.
- *The Relationship Between Steinberg's Oeuvre and Postmodern Arts*, ARU, 2016.
- *The Understanding on Reviewers and Public on Picturebooks*, ARU, 2016.
- *Developing a Non-Fiction Illustrated Children's Book: Aztec Gods*, BA Thesis, ULSA, 2007.