
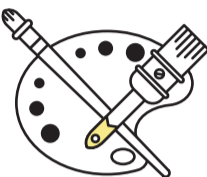

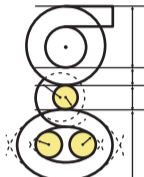


THE GOOD-LOOKING TWIN
PAPER CRAFT DESIGNER
GRAPHIC DESIGNER
TYPOGRAPHER
MODEL MAKER
ILLUSTRATOR
...

SOFIA SERRANO
hello@heyheypops.com
heyheypops@gmail.com
+44 (0) 7532270859
LONDON BASED

THE SMART TWIN
1ST AND 2ND ASSISTANT CAMERA

EDUCATION

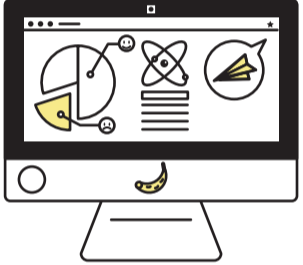
BILINGUAL EDUCATION
NEWTON COLLEGE
ELCHE (ALICANTE)
1991 - 2004

DEGREE ON FINE ARTS
UNIVERSIDAD POLITÉCNICA
VALENCIA & BARCELONA
2004 - 2009

POSTGRADUATE
EDITORIAL DESIGN
ELISAVA, BARCELONA
2010

MASTERS OF THE UNIVERSE
TYPOGRAPHY
EINA, BARCELONA
2011 - 2012

FURTHER TRAINING



1/ PACKAGING
BY JUAN ARAQUE
UPV, VALENCIA
NOV 2006 - JAN 2007

2/ WEB DESIGN
SERVEF
ELCHE (ALICANTE)
JUL 2007 - AUG 2007

3/ TYPOGRAPHY
BY DÍDAC BALLESTER
UPV, VALENCIA
NOV 2008 - DEC 2008

4/ TYPOGRAPHY
BY CATHERIN DIXON
CENTRAL SAIN MARTINS
OCT 2009 - DEC 2009

5/ PRINT MAKING
BY WENDY CHAPPLE
CENTRAL SAIN MARTINS
JAN 2010 - FEB 2010

6/ MODEL MAKING
BY DAVID NEAT
CENTRAL SAIN MARTINS
JUL 2013

EXPERIENCE

uve
UVE STUDIO
INTERNSHIP
BARCELONA
GRAPHIC DESIGN
MAY 2010 - DEC 2011
www.estudiouve.com

LA VANGUARDIA
LA VANGUARDIA
INTERNSHIP
BARCELONA
INFOGRAPHIST
OCT 2011 - JAN 2012
www.lavanguardia.com

SHOTOPOP
INTERNSHIP & EMPLOYEE
LONDON
ILLUSTRATOR & DESIGNER
FEB 2012 - JAN 2013
www.shotopop.com

HEY POPS
DIRECTOR
LONDON
ILLUSTRATOR & DESIGNER
2013 - PRESENT TIME
www.heyheypops.com

CLIENTS & PROJECTS



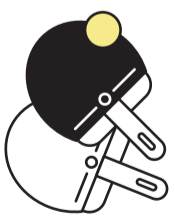
CATFISH COLLECTIVE
CHEERIOS CAMPAIGN
TOBLERONE CAMPAIGN
C&A ANIMATION
www.catfishcollective.co.uk

LOOSE MOOSE
TOBLERONE CAMPAIGN
C&A ANIMATION
www.loosemoose.net

BE ANIMATION
CHEERIOS CAMPAIGN
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CLASSICAL BALLET
1988 - 2000
MEMBER OF THE WOODHOUSE PLAYERS
www.woodhouseplayers.co.uk
BLOG
www.clapattheend.blogspot.com

ROWING
UPV UNIVERSITY TEAM
2006 - 2009

TABLE TENNIS
DAMA DE ELCHE TEAM
1996 - 2002
NATIONAL CHAMPIONSHIP
1991

**HIRE ME!
OR I'LL DIE**

