

HELLO

Personal Profile

Maria Preca BA (Hons) D M & I
D.O.B 10/05/82
Nationality Maltese

My skills originated from a background of business, marketing and design, which lead me to follow a career in design management.

Attending university in the UK followed by working in a design agency gave me the ability to explore and develop my creative abilities and deliver them in a professional manner. I aim to constantly create divers and innovative brands and challenge myself to differentiate each time.

Elements of design management include the following:

- ~Design in business and marketing
- ~Creating, Building & Managing consumer/corporate Brands
- ~Strategic concept design for product launches
- ~Advertising promotional/educational image campaigns

Education

2001-2004: De Montfort University, Leicester, UK
Read BA (Hons) Design Management & Innovation
Second Class (Upper Division)

2000 February- May: A-level: Art & Marketing, Malta

1999-2000: Oxfordshire school of Art and Design,
August-January Bath road, Banbury, Oxon, UK
Course: Foundation year in Art and Design

1998-1999: St. Clare's Collage, Oxford, UK
Course: International Baccalaureate

M A R I A P R E C A C I R R I C U L U M V I T E A



milk?
BRAND COMMUNICATIONS

Employment

Freelance Brand and Graphic designer (current)

Dmax brand design brand/graphic designer February-July 06

Running the day to day design business for the company, including dealing with clients and printers.

Freelance Brand designer. June 04- February 06

Managing short and long-term design projects, varying from creating corporate brands to advertising campaigns.

University Work experience

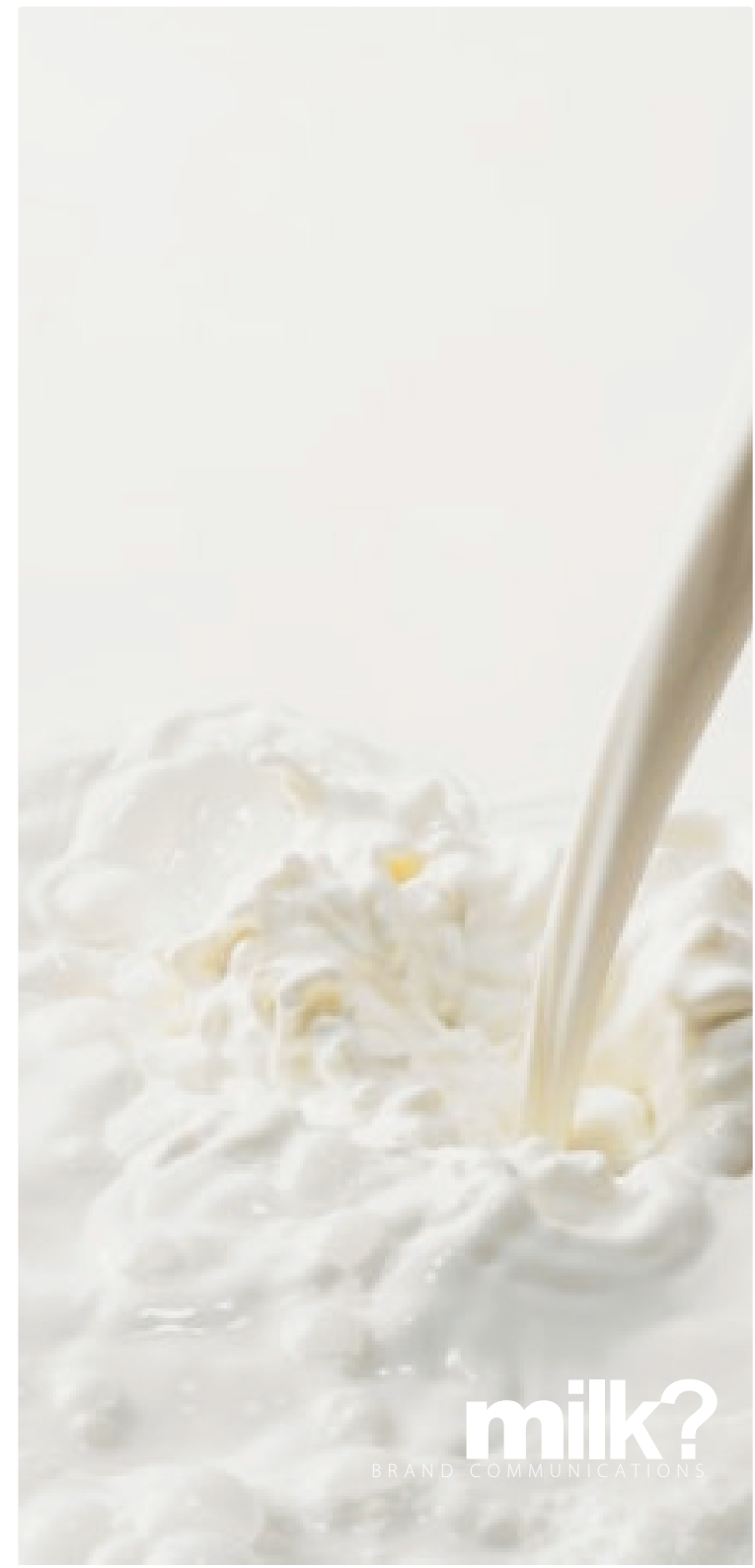
Benfield ATT, Timber Frame Company. University live project De Montfort University, September-January 04

The project aimed to strategically form creative recommendations to allow for brand development within itself and its sub-brands. The university live project gave the opportunity to work with a client, where the company was dealing with a number of genuine issues and problems. Having to respond to the client in a realistic situation helped develop a valid experience of working to the client's requirements.

Competitions and Workshops

RSA Royal Society of Arts, UK, Collaboration Design Awards, Voting by Design, 2004
D&AD, UK, Prêt-a-Manger, In-Store Design, 2004

The awards for the RSA and D&AD are highly recognised and prestigious; competing in these awards was a valid experience that allowed me to understand the standards of professionalism within the design industry.



Other Skills & Qualifications

Personal Skills

As a design manager I am proficient to understanding, evaluating, applying and managing a variety of communication methods within the context of design and business. Understanding and evaluating organisations in the context of their environment, assess their effectiveness and apply all of this into a design management context.

Being skilled in evaluating a variety of research techniques and able to apply these into the professional practice of design. Being skilful in producing and evaluating innovative and creative solutions to a variety of problems through an understanding and application of the creative process.

Computer Skills

CAD skills

- Adobe Acrobat, Photoshop, ImageReady, Illustrator and Indesign

- Macromedia Freehand, Flash and Dreamweaver

Word Processing

-Microsoft Word, Excel, Power Point, Quark Express

Languages

Fluent: English

Intermediate: Maltese, Italian

Interests

In my spare time I enjoy reading a good book or meeting with friends, discussing current affairs and exchanging design ideas with fellow designers. Exploring new things triggers my creative senses and opens my visual appetite to travel and experience an inspired lifestyle.

References

Richard Chipps, Course Leader
Department of Art and Design,
Fletcher 8.2, De Montfort University, Mill Lane, Leicester LE1 9BH UK
Email: rchipps@dmu.ac.uk

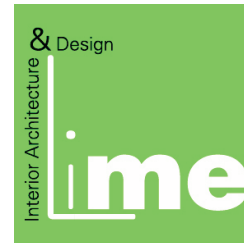
Ray De Bono, CEO Dmax & Associates
No.53, Floor 1, Mediterranean Buildings, Abate Rigord Street, Ta'Xbiex Malta
Telephone: +356 21 347989
Email: ceo@dmax.tv



Digital CV & Portfolio

For more information please visit my website, represented under my freelance consultancy name Milk Design Core. The website will take you through my experience in the academic and professional world of which projects have enabled me to see how design issues must be approached and dealt with in the professional field of design. Visit www.mariapreca.com

The following are some of the company names that Milk design has worked with;



M A R I A P R E C A C I R R I C U L U M V I T E A



milk?
BRAND COMMUNICATIONS

Please find some of the following companies worked in association with dmax studios www.dmax.tv

Microsoft®

MIT&I
Ministry for
Investment, Industry and Information Technology



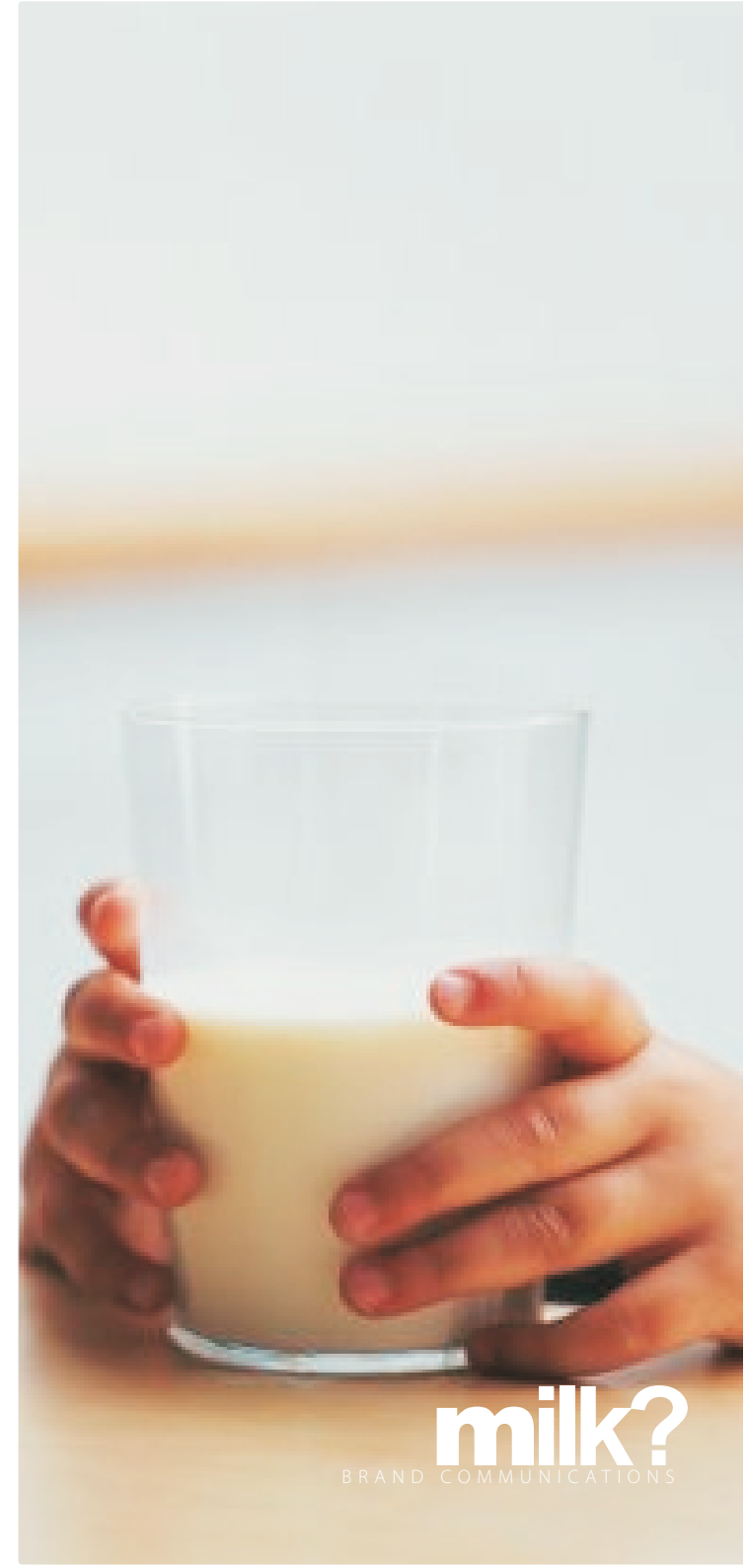
AON



SAVING MORE THAN JUST MONEY



M A R I A P R E C A C I R R I C U L U M V I T E A



milk?
BRAND COMMUNICATIONS

MILK

maria preca >>> brand designer

BA (Hons) design management & innovation, uk

flt 2, dingli court, guze' howard street, sliema SLM 12, malta
t. 00356 21 330 684 m. 00356 99 40 40 29
e. design@mariapreca.com w. www.mariapreca.com