

## CURRÍCULUM VITAE

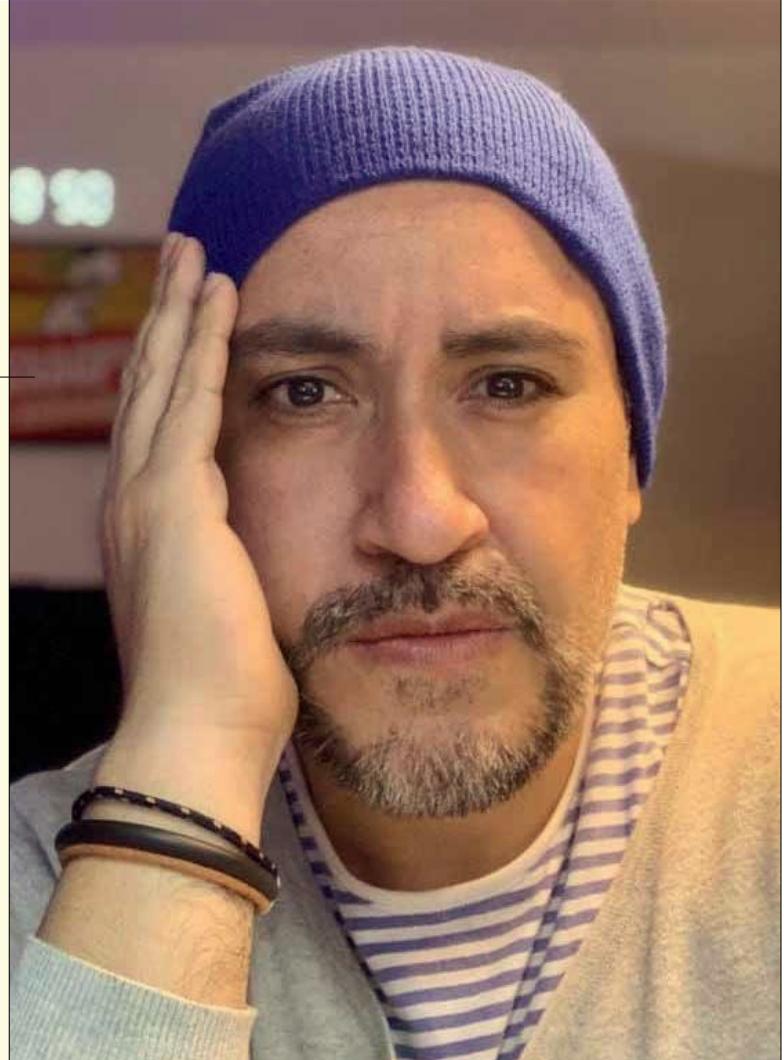
# Martin Razuri

GRAPHIC DESIGNER

## RESUME

*Graphic designer from Pontificia Universidad Católica del Perú, PUCP in 1997. I am graduated in master studies in Communication from Posgraduate School at PUCP in 2020. Especialist in corporate design, illustration and marketing. I work as a professor at PUCP since 2004 and at Toulouse Lautrec Design Institute since 2010. Member of the editorial committee of the magazine Memoria Gráfica in graphic design specialty at PUCP.*

*Polyglot, nature and animal lover. I am interested in technology, new trends, health, enviroment and sustainable development. I consider myself as a emphatic and a social person. I love travelling. I enjoy working as a part of a team and achieving satisfactory results from colaborative interdisciplinary experiences.*



## PERSONAL INFO

Full name:	Luis Martín Rázuri Hora
Academic Degree:	Bachelor of Art with a major in graphic design from PUCP. Graduated from the Master in Communications at PUCP.
Date of born:	July, 19 1972
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## WORK EXPERIENCE

### Teaching

**Pontificia Universidad Católica del Perú (2004-2021).** Corporate design, editorial, ergonometry, drawing, illustration, among others. In the Faculties of Art and Design and Architecture.

**Instituto de Arte y Diseño Toulouse Lautrec (2010-2021).** Basic design, advertising campaign, typography, illustration, layout, marketing and advertising campaigns, among others.

**Escuela de Moda y Diseño. MAD (2000-2013).** Software for design (Illustrator e Indesign)

**Instituto San Ignacio, ISIL (2005-2008).** Basic design, corporate design, design software and typography.

**Adobe Illustrator, Adobe Indesign, Adobe Photoshop (2015-2021).** Private classes.

**English, French and Spanish (2000-2021).** Private classes.

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### Graphic Design

*Corporate design, editorial, web, advertising, infographics, photo retouching, applications. (1997-2021)*

**State entities:** Ministerio de la Mujer, Ministerio de Educación, Ministerio de Agricultura, ONPE, Contaduría Pública de la Nación, Fondo Editorial del Congreso de la República, Municipalidad Provincial de Satipo, Escuela Nacional de Aduanas, Fondo de Empleados del Banco de la Nación, Mincetur, Tv Perú, CUNAMÁS.

**Private organizations:** Diario El Sol, Revista Vida, Revista Bellsouth, Revista Strategia Centrum Católica, ROCASAC, Mastermedia Studio, Top Print ditores, Instituto de Defensa Legal (Ideele), Conevio Unicef/Instituto Italiano de Cultura), Editorial Litográfica, Pontificia Universidad Católica del Perú (facultades de Arqueología, Derecho, Ingeniería Civil, IDEHPUCP), Belcorp, Cusco Always in, Innobix, Probas, Creatiwebs, Datum, La Canastería, Interbank, Cedro, EDIM ( Escuela de Diseño y Decoración de Miraflores), Wong, Papelera Nacional (JUSTUS, LORO). Manuela Ramos, CONAM, Amares, Edelnor, Café Buenavista, E&M, FONCOPÉS, Colegio Belén, Colegios Fe y Alegría, Gambrinus, La Comba.

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### Edition and post production

**Television:** Canal N (news) (1999-2004), Plus Tv (entertainment) and CMD (sports) (2005)

## EDUCATION

### Superior

**Pontificia Universidad Católica del Perú (1993-1995).** Bachelor of Art with a major in graphic design.

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### Master

**Pontificia Universidad Católica del Perú (2021).** Graduate, Master of Communications, Graduate School.

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### Others

**Pontificia Universidad Católica del Perú.** Motivation workshops for teachers, acting for teachers, use of Moodle and PAIDEIA platforms, Illustration Workshop with COPIC markers, illustration of wild animals with colored pencils.

**Instituto de Arte y Diseño Toulouse Lautrec.** Training Workshop for virtual platforms (Moodle).

**Canal N.** Training in the use of QUANTEL equipment, writing, editing, post-production and studio camera management workshop.

**Británico.** English

**Alianza Francesa.** French

**Escuela de Idiomas Pontificia Universidad Católica del Perú.** German

**Private classes.** Portuguese and German.

**Instituto Toulouse Lautrec.** Graphic design.

**Museo de Arte de Lima.** Graphic design

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## EXIBITIONS

**Instituto Toulouse Lautrec.** Exhibition of teachers.

**Universidad San Ignacio de Loyola.** Poster for tomorrow

**OAS.** Washington. Poster Exhibition 50 years.

**Telefónica del Perú.** Exhibition of winning covers Yellow Pages.

## AWARDS AND HONOURS

**Alicorp.** Award New rebranding Negrita brand. National contest. 2020.

**Pontificia Universidad Católica del Perú. DARS.** Award for social responsibility teaching initiatives. 2013, 2014, 2015.

**OAS. TICAMERICAS.** Young Entrepreneurs Contest. Finalist. Medellín, Colombia. 2008

**Red Bull Doodle Art.** Finalist. 2008

**50 Years of the OAS.** Commemorative poster. Honorable Mention. 1998

**Telefónica del Perú.** First Alphabetic Guide and Yellow Pages Contest Telefónica del Perú. Edition 1997. First Place.

**Pontificia Universidad Católica del Perú.** Aula Magna. Logotype. Honorable Mention. 1997

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## SKILLS

**Languages.** Native Spanish, fluent English and French, intermediate Portuguese, basic German.

**Software.** Adobe Photoshop, Illustrator, Indesign, Premiere, Dreamweaver, advanced level. Adobe After Effects, intermediate level. Microsoft Office, Excel Power Point. advanced level. Avid, Final Cut, intermediate level, Open Media, advanced level.

**Analysis of Social Networks and UX.** Advanced level.

**Marketing techniques and strategies.** Advanced level.

**Coaching and group management.** Advanced level.

**Figurative and technical drawing.** Advanced level.

**Handling and use of color and typography.** Advanced level.