



CURRICULUM VITAE

Artist

CREATIVE@PILARGARCIADELEANIZ.COM

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“My practice normally focuses on women, mindfulness, Hygge and imperfection. I have always been interested in everything related to human behavior, the relationship we have with the world and especially with ourselves. In addition, I have discovered my interest in interpreting nature and personal well-being in an enlightened way.

I work in mixed media, combining traditional materials, such as ink, watercolor and ink pen with digital, also printmaking. My aim is to reach a delicate and “imperfect” art through making freely and uniquely drawn illustrations.”

Scottish creation with Spanish soul.

CURRICULUM VITAE

PROFESSIONAL EXPERIENCE

ILLUSTRATOR & WRITER

SINCE 2017
MADRID, SPAIN

EDICIONES ANAYA

Actually, I am working on my book which is published in 2018.

ILLUSTRATOR

SINCE 2016
MADRID, SPAIN

EDICIONES ANAYA

Book "Instagram" and "Instagram 2", for Phil Gonzalez.

DIRECTOR

SINCE 2017
MADRID, SPAIN

IMOMO

A brand which develops illustrated products for kids and adults. It is launched in 2018.

ILLUSTRATOR, GRAPHIC & DIGITAL DESIGNER

SINCE 2001
FULL TIME
UK, SPAIN, US, AUSTRALIA,
IRELAND

FREELANCER AND ENTREPRENEUR

Corporate identities, print projects, Strategic content development, web design with CMS, UI design, photographic, digital mkt design, booklets, emailings, illustration, stop motion, video filming and editing.

Clients: Farfetch, Shelter, Citadel Software Company, 8MS, ImageCloud, Interchem, Novus, Fruit Mkt, University of Edinburgh, University of St Andrews, Instagramers, among others.

CURATOR

2017
EDINBURGH, SCOTLAND

PARLIAMENT & UNIVERSITY OF EDINBURGH

Curating and illustrating for an exhibition of WW1 during a public debate in the Parliament.

MA Degree Show 2017

SENIOR ART DESIGNER

2012-2015
EDINBURGH, SCOTLAND

CRUSH DIGITAL

Web design and user experience, branding, illustration, advertising concepts, posters, interactive marketing design, creative design consultancy.

Clients: Made from Scotland, Alexander McAllan Smith, El Quijote Restaurant, Susan Reid.

ART DIRECTOR

2014 TO 2016
EDINBURGH, SCOTLAND

CINEMAATTIC

Leading the strategy design direction.
Brand marketing design, print, website and illustration.

IT & DESIGN INSTRUCTOR

2009-2012
MADRID, SPAIN

FORMABYTE

Teaching website and graphic design software,
Marketing 2.0., digital design and arts.

Clients: Emilio Butragueño (FC Real Madrid), Orona, US Embassy, Louis Vuitton among others.

SENIOR GRAPHIC DESIGNER & HEAD OF MARKETING

2009-2012
MADRID, SPAIN

LTC

Website updates and maintenance, planning, executing and evaluating marketing actions, website positioning (SEO), community manager, production of corporate and direct marketing material. Also incharge of bookkeeping tasks, as well as supplier and customer management.

GRAPHIC DESIGNER

2008-2009
MADRID, SPAIN

GRUPO VAS

Intership- Image editing, direct mkt material, emailings, website design, posters.

BOOK DESIGNER/ CONTENT & TUTOR

2006-2008
MADRID, SPAIN

CEPAL

Educational technology books.
Microsoft office, Dreamweaver, Photoshop.
Teaching in several schools to young people (6 to 17 years old) arts and digital design.

EDUCATION

MA IN ILLUSTRATION

2016-2017
EDINBURGH COLLEGE OF ART, UNIVERSITY OF EDINBURGH
EDINBURGH, SCOTLAND

BSc(H) ADVERTISING & PR WITH ESPECIALISATION IN MARKETING

2004-2009
ESIC-BUSINESS AND MARKETING SCHOOL
MADRID, SPAIN

HND IN AUDIOVISUAL AND ENTERTAINMENT, WITH ESPECIALISATION IN DIGITAL DESIGN

1999-2001
COLLEGE GUADALPIN
MARBELLA, SPAIN

ADDITIONAL EDUCATION

DEVELOPING GRAPHIC DESIGN

2015 (3 MONTHS)
UNIVERSITY OF EDINBURGH-ECA
EDINBURGH, SCOTLAND

DEVELOPING CHILDREN'S BOOK ILLUSTRATION

2015 (3 MONTHS)
UNIVERSITY OF EDINBURGH-ECA
EDINBURGH, SCOTLAND

INTRODUCTION OF ILLUSTRATION

2014 (3 MONTHS)
UNIVERSITY OF EDINBURGH-ECA
EDINBURGH, SCOTLAND

CALLIGRAPHY AND DRAWING

2013 (6 MONTHS)
CONCIL OF EDINBURGH
EDINBURGH, SCOTLAND

AWARDS

ARTIST IN RESIDENCE

SEPTEMBER 2017-AUGUST 2018
EDINBURGH, SCOTLAND
Edinburgh College of Art (ECA) University of Edinburgh
Supporting teaching staff in setting up workshops in materials and processes. Delivery talks. Running exhibitions.

ARTIST IN RESIDENCE

FEBRUARY 2018
HÄMEENKYRÖ, FINLAND
Arteles
Silence Awareness Existence
Developing personal art project, participating in exhibitions, Working with international artists and professionals from different backgrounds.

FARFETCH

SEPTEMBER 2014
EDINBURGH, SCOTLAND
Elaborated an infographic for 8MS company that received the award by Farfetch and its account.

IBIS STYLES HOTEL

MARCH 2015
EDINBURGH, SCOTLAND
Best influencer and creativity

INSTAGRAMERS GALLERY

JANUARY 2014
MIAMI, USA
Best photography

CONFERENCE TORREVIEJA INSTAGRAM

APRIL 2012
TORREVIEJA, SPAIN
Best creative photo

ADDITIONAL ACTIVITIES

ILLUSTRATOR

SINCE 2017
Magazine The Columnist
Illustrate articles.

MAGAZINE EDITOR


2013
AparteMagazine
Magazine editor in the art section.

TALKS

2009-2010
Regular contributor Ciball-Innova on Centre Madrid-pills to give training and lectures on illustration and design.

INSTAGRAMERS

2010-2013
I founded, organised and managed the community of Instagramers in Madrid, Edinburgh and igersTube producing many pieces of design.


 THE UNIVERSITY of EDINBURGH
 Edinburgh College of Art

EDINBURGH ART FESTIVAL

MASTERS DEGREE SHOW
 2017

ART & DESIGN
 Minto House
 North East Studio Building
 74 Lauriston Place, EH3 9DF
 Saturday 12 – Sunday 20 August
 11am – 5pm
 Late nights
 Wednesday 16 & Thursday 17 August
 11am – 8pm

ARCHITECTURE
 Minto House
 Chambers Street, EH1 1JZ
 Saturday 19 – Sunday 27 August
 11am – 5pm
 Late nights
 Wednesday 23 & Thursday 24 August
 11am – 8pm

MUSIC
 St Cecilia's Hall
 Niddry Street, EH1 1NQ
 Friday 25 August
 6pm – 9pm

FREE ENTRY
 #ECADegreeShow

For full information, please visit:
WWW.ECA.ED.AC.UK/DEGREESHOW



Miss Edinburgh.

Selected illustration to promote MA Degree Show August 2017 Edinburgh College of Art (University of Edinburgh) during the Art Edinburgh Festival.
 Mix media: Ink pen and digital.

This illustration was displayed in 60x40 posters and wall panels in many locations in Edinburgh such as Princes St, St Andrew's Square, Rose St, Grassmarket and so on.

Also, inserts in The list's Something, The Guardian Guide, The ArtMag and the List Festival in August 2017 when the most attendance in Edinburgh during the Fringe Festival.

ADDITIONAL INFORMATION

Interview

<https://www.facebook.com/womxnartwednesdays/posts/1401954073236224>

Features

<http://www.wardrobeconversations.com/2017/08/august-roundup.html>

<https://www.facebook.com/ECA.edinburgh/posts/1450992504966279>

<http://www.degreeshow.eca.ed.ac.uk/2017/pilar-garcia-de-leaniz>

<https://www.eca.ed.ac.uk/event/masters-degree-show-2017>

<http://www.theedinburghreporter.co.uk/2017/08/edinburghcollege-of-art-masters-degree-show-2017/>