



Nuria Velasco Blaya

BA HONS in Film & Video with more than 27 years of experience designing, developing and publishing multiplatform contents: audiovisual, interactive games, graphics and editorial. I also have 20 years of experience in accessibility to information and adapting multimedia contents due to a close family member with visual impairment.

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QUALIFICATIONS European Qualification Framework (EQF)	LEVEL 7	MASTER	*Undertaking -Culture Management- MASTER (30 Cr / 60 Cr), UOC SP *2011 -Social Communication and Accessibility- MASTER (39 Cr / 60 Cr)
	LEVEL 6	DEGREE	*2001 -Film & Video- BA HONS (BACHELOR OF ARTS), UWCN UK *2023 -Equivalence in Arts & Humanities Degree, specialty in Arts
	LEVEL 5	UPPER TECHNICIAN	*2021 -TIC Competencies - ACTIC 3 *2021 -Development of Multimedia Editorial Products - CNCP 3- PROFESSIONAL CERTIFICATE *2011 -English- CELTA
	LEVEL 4	MEDIUM TECHNICIAN	*2022 -Catalan- C2 *2021 -TIC Competencies - ACTIC 2 *2011 -English- C2- PROFICIENCY *1998 -Art & Design-FND (FOUNDATION DIPLOMA), UWCN UK *1992 -COU Humanities- BACCAULERATE
	LEVEL 3	MEDIUM TECHNICIAN	*2011 -English- C1 -TOEFL *1992 -Catalan- C1 *1992 -Castellano- C1 *1991 -BUP- SECONDARY
	LEVEL 2	OPERATIONAL	*2021 -Prevention of working risks -BASIC TECHNICIAN *1992 -English- B2 -FIRST CERTIFICATE

PROFESSIONAL EXPERIENCE: AUDIOVISUAL, EDITORIAL MULTIMEDIA, DESIGN, FINE ARTS

Observational and Analytical Competencies

Study of the objective audience through different methodologies: interview, gaming, A-B testing, hermeneutic studies, empathy maps, Persona development,...

Conceptual Competencies

User Experience, usability, Information Architecture, Accessibility. Work in lineal and non-lineal (hypertextual) narratives. Good synthetic and visual capacities for Story boarding and activist campaigns.

Companies: Novel 2016 SL 2011-2024

Design, Planning and Organisation

Design of actions, services or products. Planning of each phase of production until the publishing or implementation. Culture Management.

Companies: Novel Touch ltd 2009-2017

Multiplatform Communication Competencies

Journalist formats, Editorial, Social Media, Blogging, Interview, Documentary, Didactic.

Companies: Pau Education 2012-2013
Servimedia 2011 (collaboration)

Technical and Technological Competencies

Audiovisual (AV production, sound recording, animation), Infography, Web design(prototype design, mock-ups, bootstrap, Wordpress...), Fine Arts, Illustration (traditional and digital). HTML5, CSS3, JavaScript, Adobe Package, Figma, InVision...

Companies: Davies Colours ltd 2002-2003 BBC Wales 2000 (collaboration)
Escac 2000 (collaboration) BBC Animation Unit 1999 (col-)
Shoot Barcelona 2000 (collaboration) Applecart 1999 (collaboration)

Leadership, Direction of Projects and Creativity

Leading paid and voluntary teams. Attention to detail and high standards of work. Divergent, creative, intuitive and lateral

Companies: Precedent UK 2008-2009
Eica 2011-2012