

**ELENA VEGUILLAS.**

MA (Res) in Typography & Graphic Communication  
MA in Graphics Arts  
Graduate in Journalism

**October 17. 1978**  
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PROFESSIONAL EXPERIENCE

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**Department of Typography & Graphic Communication. University of Reading.** *Assisting teacher at the Editorial Workshop.*

Winter term 2012 [www.reading.ac.uk/typography/](http://www.reading.ac.uk/typography/)

**Hand & Eye Letterpress.** *2 weeks internship*

January 2012 [www.handandeye.co.uk](http://www.handandeye.co.uk)

Responsibilities: learn to set and proof type and help with general duties around the workshop.

**Tipo e editorial.** *Designer and co-founder*

Since October 2009 [www.tipo-e.com](http://www.tipo-e.com)

Tipo e editorial is a small publishing house with a focus on Latin typography. It is a non-profit organisation with its first book now published and a second currently underway.

Responsibilities: Press and communication management: web design and maintain web content, including on-line shopping, paypal, shop cart, press contacting, in blogs and magazines, maintaining social media, photography of new books; Administrative and distribution supplies management: stock reports, despatching orders, liaising with booksellers and libraries, seeking new possibilities of talks, small exhibitions, organising talks, generating all the display, content, photographs, etc, Graphic design: book layout and text setting.

**Iconographic Magazine.** *Content manager, designer and co-founder*

May de 2005 – April 2010 [www.iconographicmagazine.org](http://www.iconographicmagazine.org)

*Iconographic* magazine was a publication focus on typography and graphic design.

Responsibilities: Editorial management: content coordinator and writing articles; Press and marketing: press release content, editing, photography of new issues, website supervising, contacting other media; Administration and distribution: organising subscribers and subscriptions, organise shipments, contacting bookshops and libraries for selling the magazine, searching opportunities for collaboration with bookshops and galleries, organise talks and small exhibitions in bookshops and galleries, generating all the necessary information and display material, coordinate remaining stock, etc.

**Experimenta magazine.** *Magazine design team coordinator*

February 2008 – August 2009 [www.experimenta.es](http://www.experimenta.es)

Co-ordinator of the department of design & production of *Experimenta* magazine in Madrid.

*Experimenta* is one of the leading magazines in Spain in graphics, architecture and design

Responsibilities: supervising the department of graphic & production; designing the magazine & ephemera; liaising with the editor-in-chief, art director and journalists; supervising junior designers and interns; and ensuring printing deadlines were met.

**Lados Magazine.** Designer

December 2007 – September 2008 [www.ladosmagazine.com](http://www.ladosmagazine.com)

Designer at *Lados Magazine*, a trendy publication dealing with music, design, fashion and films.

Responsibilities: design, layout, final documents, supervision of designers, coordination with the editors, picture research.

**MA Multimedia & Internet (Universidad Politécnica De Valencia).** *Internship*

September 2006 – July 2007 [www.mag.upv.es](http://www.mag.upv.es)

Intern at the MA Multimedia and Communication administration & design office, Universidad Politécnica de Valencia

Responsibilities: maintenance of the MA computer room, updating of software and operative systems in each computer, updating of students' and teachers' schedules, book design, liaison with printing office, administration tasks to do with supplies and admissions.

**Experimenta magazine.** *Content coordinator and writer*

July 2000 – June 2002 [www.experimenta.es](http://www.experimenta.es)

Coordinator of Gráfica&Diseño supplement and writer of *Experimenta* magazine.

When starting my career as a journalist, I worked at *Experimenta* in two positions simultaneously, as a journalist, writing and coordinating one of the supplements and as a graphic designer.

Responsibilities as a journalist: content selection, writing and editing of articles, intern supervision. Responsibilities as production assistant, image colour correction, scanning, design & layout, maintenance of the production department involving various tasks including calibrating screens, checking printers, storing and labelling CDs.

#### FREELANCE PROFESSIONAL EXPERIENCE

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**Graphic design & editorial design:** text setting, fashion and trendy magazine design and layout, corporate magazine design, brochures, visual identity, recipe books, calendar design, websites, blogs, organising exhibits.

**Writing & editing.** Content management in diversely themed blogs. Commissioned articles related to graphic design and typography in the websites *Unostiposduros.com* and *www.graffica.info*. Assignments with trendy *Cut Magazine* (Barcelona, 2005) and *Lur. Mundo Vasco*, (London, 2004), and the sports newspapers *La Grada de Getxo* and *Cantera Deportiva* (Bilbao 1998-99).

#### EDUCATION & TRAINING

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**MA (Res) in Typography and Graphic Communication.**

Dpt. of Typography, University of Reading, UK. From October 2009 until October 2011.

**MA in Multimedia & Internet**, Universitat Politècnica de València. 2006 – 2007.

**MA in Graphics Arts**, Universitat Politècnica de València. 2004 – 2005.

**Erasmus internship** at Instituto Politécnico Setúbal, Portugal. 1999 – 2000.

Graduated in **Journalism**, Science Information, Universidad del País Vasco. 1996 – 2000.

#### WORKSHOPS

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**Bookbinding and screen silk.** Centro Cultural García Lorca, Madrid, 2009

**Typography**, Central Saint Martins College of Art & Design. London 2003

**Dreamweaver**, Central Saint Martins College of Art & Design. London 2002

**Flash**, Central Saint Martins College of Art & Design. London 2002

**Computer animation**, 3D Studio Max. Madrid 2001

**Literature workshop**, Centro Cultural Rivas. Madrid 2001

**Graphic design** (Photoshop, Freehand y QuarkXPress). Bilbao 1996

#### TECHNICAL SKILLS

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**Mac & Windows** advanced user / Indesign / QuarkXPress / Photoshop / Freehand / Illustrator Acrobat / Dreamweaver / Html / CSS / Microsoft Word / Excel...

#### LANGUAGES

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**Spanish**, native speaker, **English**, high level (spoken & written) IELTS University of Cambridge Certificate (7 out of 9), **Portuguese**, medium level (spoken & written), **French**, basic level.

#### MAGAZINE & BOOKS PRESENTATIONS

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Presentation about Tipo e Editorial, Typoweek 2001, Escola Bau, July 2011.

Presentation of the book *Tipo elige tipo*, Tipo e Editorial. Congreso Internacional de Tipografía de Valencia, June 2010, Valencia.

Presentation *Iconographic Magazine 02*. Octubre Cultural Centre, March 2009. Madrid.

Presentation *Iconographic Magazine 02*. Democrazy bookshop, February 2009. Madrid.

Presentation *Iconographic Magazine 01*. MuVIM, (Valencian Museum of Illustration and Modernity) February 2008. Valencia.

#### ONLINE ARTICLES

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Veguillas, E. 'Las crónicas de Reading: Edward Johnston, de sus inicios a *Writting, illuminating & lettering*'. [www.graffica.info](http://www.graffica.info), 2011.

Veguillas, E. 'La semana discreta de las letras'. [www.sotanocinco.com](http://www.sotanocinco.com), 2010.

Veguillas, E. 'Pick me up. La primera feria gráfica de Inglaterra'. [www.sotanocinco.com](http://www.sotanocinco.com), 2010.

Veguillas, E. 'Las crónicas de Reading: *Penrose Annual*, un viaje en el tiempo y en el espacio". [www.graffica.info](http://www.graffica.info) and [www.unostiposduros.com](http://www.unostiposduros.com), 2010.

Veguillas, E. 'Las crónicas de Reading: *Signature*'. [www.graffica.info](http://www.graffica.info) and [www.unostiposduros.com](http://www.unostiposduros.com), 2010.

Veguillas, E. 'Las crónicas de Reading: Paseme esa times, Mr. Morison'. [www.graffica.info](http://www.graffica.info) and [www.unostiposduros.com](http://www.unostiposduros.com), 2010.

#### ARTICLES IN TECHNICAL PRESS

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Veguillas, E. 'Crónicas de Reading'. *Bastarda* 01. Valencia: ADCV, 2010.

Veguillas, E. 'Especial Lettering'. *Iconographic Magazine* 03. Valencia, 2010.

Veguillas, E. 'Entrevista a Marian Bantjes' *Iconographic Magazine* 03. Valencia, 2010.

Veguillas, E. 'Ciudad y tipo' *Iconographic Magazine* 02. Valencia, 2009.

Veguillas, E. 'Entrevista a Trip Print Press' *Iconographic Magazine* 01. Valencia, 2008.

Veguillas, E. 'Crous Vidal'. *Experimenta* 35. Madrid, 2001.

#### EXPOSITION CURATOR

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**Ver y Mirar: El detalle de las letras**. Espacio Menos1 gallery. December 2008, Madrid.

**1º Muestra Gráfica**. Urban Zoo bookshop and gallery. November 2007– January 2008 . Valencia.

#### CONGRESS COMMUNICATIONS

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'Commercial *Lettering* in England. Ten case studies of *lettering* during the second part of the xx century: content, authors, readers and formal aspects'. Congreso Internacional de Tipografía de Valencia, June 2010.

#### CONGRESS ATTENDANCE

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Association Typographique Internationale [ATypI], September 2010, Dublin.

Congreso Internacional de Tipografía de Valencia, June 2010, Valencia.

Congreso Internacional de Tipografía de Valencia, June 2008, Valencia.

Congreso Internacional de Tipografía de Valencia, June 2006, Valencia.

#### MEMBER OF ASSOCIATIONS

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Member of Association Typographique Internationale [ATypI]. Since 2009.

Member de Friends of St Bride Library. Since 2009.

Member of Fine Press Book Association. 2010–2012.

*Updated January 2011*