



# Gerard Solsona Gayo

gerardsolsonagayo@gmail.com - Telf. 651.013.206 - 22/03/1991  
www.elartistacreativo.com

## Senior Interior Designer specialized in Retail, Hospitality and Residential sector

During my working career of nine years I have been able to professionalize myself in different design sectors related to:

Design of commercial spaces in retail  
Design of hotel and restaurant industry  
Project design of fashion events and brand communication  
Design of residential properties

I have been able to collaborate with several companies offering my professional perspective by carrying out both commercial and private assignments. Among the different companies I had the pleasure to work with I would highlight Denys & Von Arend, Baas - Oysho and ESMA Events

## Master in Retail Design, ELISAVA, (2019-2020)

Postgraduate degree programme in **design, concept and branding**

Trend investigation and market research focused on interior design spaces on both small and large scale :

- Brand communication design
- Marketing retail branding
- Innovative design hints focused on costumer experience relationship
- Elaboration of ecodesign projects
- Brand identity
- Visual merchandising analysis focused on retail area

**Final postgraduate project:** «Tous concept store, the future generation, renting jewelry».

Postgraduate degree programme in shopping interior spaces

Technical strategies implementation toward shopping planimetry

- Practical hints focused on brand strategy and identity
- Shop Layouts and costumer journey
- Graphic and visual communication strategy
- Lighting design
- Study of materials and construction plans

**Final postgraduate project:** «Moma Store Bcn, a journey through a new artistic enviroment».

## Master in Interior design in Hotels and new Hosteling, ELISAVA, (2015)

Analylis and research of creative concepts appliced to the hotel industry

- Management and spatial organization focused on the hotel sector (meetings, food and beverage, lobby, restrooms, public spaces)
- Study of innovative design techniques applied to commercial criteria
- Study of new materials applied to the business areas
- Lighing projects design
- Contract, forniture and equipment
- Analysis of business services proposals

**Final postgraduate project:** «Barceló Hotels concept room».

## Course of Lighting Design, BAU (2013)

Summer Course in Lighting Design, technical and design knowledge

## Graduate in Interior Design, BAU (2009 - 2013)

Interior Design Career

## ACADEMIC EDUCATION

WORKING  
EXPERIENCE

El Artista Creativo Studio - Freelance

**Interior Designer - Freelance, (February 2013- February 2021)**  
Calle Castillejos, 424, 08024 Barcelona // [www.elartistacreativo.com](http://www.elartistacreativo.com)

- Teamwork
- Multidisciplinary projects
- Experience in Residential, Retail, Restaurants and Events Area
- Technical and executive projects

Retail sector

**Retail Designer, ESMA EVENTS (October 2019 - March 2020)**  
Rambla de Catalunya, 61, 08007 Barcelona

- Teamwork
- Design, construction and assembly Ephemeral Installations
- Scenography, production and lighting design for Fashion Shows
- Brand communication for fashion companies

**Retail Designer, BAAS - OYSHO (February 2019 - September 2019)**  
Carrer de Montserrat de Casanovas, 105, 08032 Barcelona

- Teamwork
- International coordination and production of plans for new shops of Oysho
- Development of technical plans
- Materials, lighting design and construction details

Hospitality sector

**Junior Interior Designer, DENYS & VON AREND (October 2015 - July 2017)**  
Rambla de Catalunya, 43, 4º 1º, 08007 Barcelona

- Teamwork
- Creative process, design and executive plans focus on Hotels, Restaurants and Offices
- Contract & Decoration for Hotels and Paradores Nacionales
- Budgets, Contact with suppliers and Customer Presentations

LANGUAGES

**Spanish**  
Native speaker

**Catalan**  
Native speaker

**English**  
Upper intermediate level  
Professional communication skills

E-SKILLS

**Sketchup + Vray**

**Autocad**

**Microsoft Office (Excel, Word And Powerpoint)**

**Adobe Photoshop**

**Illustrator**

**InDesign**