



DOLODESIGN

ESTD. 2009

THE ART *of* POLISHING DETAILS



DOLODESIGN

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Dolores Requena
Mackinlay

Owner & CEO
Creative Director

www.dolodesign.com

LANGUAGES

Fluent: English & Spanish

Basic: Swedish

EDUCATION

Cabrillo High School, U.S., CA.
3 years of studies in Marketing &
Graphic Design Communication

PROGRAMS

Advance: Illustrator, Photoshop,
Indesign, Lightroom

Basic: Premiere Pro, After Effects

INTERESTS

Travel, Culture, Art, Music,
Photography, Nature,
Sports (Tennis/Padel/SUP)

**My approach to design is minimalistic,
and polishing details are part of
my standards.**

Since October, 2021

📍 Centro Plaza - Marbella, Spain

Gym Equipment

Eleiko

Eleiko is a multinational company from 1957 that manufactures high-end supplies for athletes that want to push their boundaries—also known in the Olympics. Eleiko settled on a showroom in Marbella to target luxury homes that match their standards.

The mission was to develop stylish branding reflecting the company's values and prolonged existence.

- Coordinate & enforce their existing guidelines
- Led the showroom's branding/interior design
- Design a 3 x 7 m remarkable timeline mural
- Design presentations containing mockup samples
- Design a new vehicle wrap concept for all their transport
- Conduct a billboard campaign in Marbella & Airport

Since October, 2021

📍 Aloha Golf - Marbella, Spain

Car Detailing

Lionzone

Lionzone is situated in an established five-star private golf club. The goal is to target new customers and give a better service to the existing clientele of Aloha club, executing a new concept/brand with a sophisticated theme to bring luxurious comfort.

The name Lionzone has a story behind it. The Lion represents the owner's preferred animal, known for being a fearless, strong leader. Zone has been designed with a double meaning. If you stare long at it, you can read the word Zone or One. In other words, meaning your preferred area. The vivid blue color symbolizes the clean water.

Due to my high interest in growing, learning, and sharing my passion with my clients and their target, I have kept a good reputation. My goal is to conquer hearts and create *feelings* with my work.

They Call me *Dolo*

Since October, 2021

 Marbella, Spain

Real Estate

La Sala Homes

La Sala, a fashionable Restaurant that has been in operation since 2008, is now launching a new division called La Sala Homes.

Nova Realty, an experienced firm, joins forces with the new division to evolve its visual brand. Embracing its existing logo merged with La Sala wordmark but going deeper into its brand story to create a strong trademark.

The objective is to become one of the biggest regional developers offering a complete package using La Sala's existing products and including a few more to have everything one needs to feel at home.

I aim to create a unique, contemporary identity and supervise its usage for their marketing department. Writing poetry that captures experiences and sensations take part of the journey.

Since October, 2021

 Los Olivos - California, USA

Clothing Shop

Lou Los Olivos

Brand seeking to integrate unique, trendy apparel for all ages inspired by the LA/New York fashion.

LOU Los Olivo's newly built clothing boutique opened its doors in Spring 2023. Los Olivos is becoming a popular tourist destination for new residents relocating from lively cities to the countryside of California. This place offers tranquility and a comfortable lifestyle with picturesque surroundings and fantastic vineyard facilities.

Since October, 2021

 Gothenburg, Sweden

Film/Photo Production GotVisual

GotVisual specializes in photography & film production for citizens and commercials. The mission is to become one of the top-recruited production companies in Gothenburg, Sweden, ensuring customers exceed expectations.

My work consisted in creating a brand identity that transmits leisure and fulfillment, an identity reflecting a sophisticated yet stylish feel through modern design.

Every brand evolves a story and comprehensive research; The symbol in the middle consists of the letter V, which looks like a bird flying freely and aiming to transport us to a peaceful place.

The name GotVisual (a double-meaning word) speaks about the preferred target and what it consists of. The GOT stands for: Gothenburg (the company's establishment). VISUAL for the service offered: Got a Vision? Digital, Photo & Film.

GotVisual has a familiar sound due to one of the most successful advertising campaigns in American history, known as Got-Milk by Goodby Silverstein & Partners.

WORK HISTORY

2022

SINCE 2017

 Marbella, Spain

Realty

Nova

Spearheaded the creation of a unique, elegant brand identity for Nova Realty, effectively distinguishing the company in a competitive market.

- Developed a new brand logo, slogan and defined the target audience for effective communication.
- Conceived a fresh mission statement, instituted core values and formulated a lucid organizational philosophy
- Crafted original video content, seamlessly integrating captivating visuals, compelling text, immersive sound, and harmonious music.
- Led MailChimp campaigns with expert copywriting to enhance marketing strategy.
- Boosted Instagram presence with engaging posts, captions, and targeted strategies.
- Crafted critical documentation to communicate essential information to both buyers and sellers
- Designed and collaborated with a team of programmers to build a modern and sleek website that enhances user experience.

SINCE FEBRUARY

 Marbella, Spain

Developer

Setune

In order to elevate the company's vision, a comprehensive rebranding initiative was launched. This encompassed the implementation of a new and captivating concept, aptly named the Universe, which served as a guiding philosophy to shape the organization's future direction.

- Directed company branding and marketing campaigns, ensuring brand consistency.
- Facilitated idea generation through brainstorming sessions and creative meetings.
- Managed advert campaign as well as coordination of graphic design collateral.
- Provided client assistance and developed visually appealing documents and presentations.
- Oversaw video production for marketing campaigns and infused the company with a unique, personal touch.

2021

SINCE FEBRUARY

 Marbella, Spain

Fine Dining

Breathe

Extensive rebranding, including new concept, marketing, fonts, colors, icons, etc. These changes have increased market visibility and customer satisfaction.

- Led a successful rebranding billboard campaign, infusing fresh ideas into the restaurant's identity.
- Created a sophisticated brand image that resonated with the target audience and enhanced the restaurant's market presence.
- Redesigned the restaurant's menus, logos, and website to improve user experience and engagement.
- Produced various graphic materials for digital and print marketing initiatives, including social media, email campaigns, and presentations.
- Provided art direction and collaborated with internal and external teams to ensure brand consistency.
- The rebranding resulted in an enhanced market presence and increased customer satisfaction.
- Replaced outdated corporate fonts with modern and stylish ones, captivating the target audience.

SINCE 2017

 Marbella, Spain

Shuttles Service

Simply Shuttles

The role entailed managing and executing branding strategies, effectively boosting Simply-Shuttles' market presence.

- New logo and icons for use across various platforms to enhance brand consistency.
- Redesign of the company's website, improving user experience and visual appeal.
- Coordinated the design and placement of billboards to maximize brand exposure.
- Oversaw the creation of new brochures, ensuring they were informative, attractive, and aligned with the brand's image.
- Managed vehicle wrapping projects to extend brand visibility.
- Skilled in photography retouching, enhancing images for promotional use.

2020

SINCE JUNE

 Marbella, Spain

Clubhouse Restaurant

Divot

Focused on redefining the logo, creating innovative billboard designs, directing photography and introducing a new sustainability concept.

- Logo redesign to align the restaurant's identity.
- Conceptualized and designed eye-catching billboards to increase brand visibility.
- Directed professional photography/drone shots
- Managed the retouching process to ensure high-quality and visually appealing images.
- Pioneered the introduction of a new restaurant concept, placing a strong emphasis on sustainability and local sourcing, aligning with the growing consumer demand for eco-conscious dining experiences.
- Implemented the new concept across all aspects of the restaurant, from menu creation to supplier selection.

SINCE JANUARY

 Marbella, Spain

Organic Shop

Mum Love Bamboo

Introducing an innovative brand and marketing strategy accompanied by diverse packaging designs, which aligns with the company's commitment to sustainability.

- Developed a new corporate logo and branding materials for digital and print use.
- Designed various creative packaging solutions, enhancing product appeal and user experience.
- Collaborated closely with suppliers and service providers to ensure high-quality results.
- Stayed up-to-date with consumer and market trends in packaging materials.
- Mastered photography and retouching skills to create visually stunning and professional images for promotional and marketing use.
- Carefully selected fonts and developed the uplifting slogan, "Spreading Kindness". This concept was seamlessly integrated into all branding materials, fostering a consistent and positive brand image across all platforms.

+ 2020

SINCE 2014

 Marbella, Spain

Professional Golfer **Peter Gustafsson**

Working in collaboration with the professional golfer, Peter Gustafsson, I utilized my graphic design skills to create an enthralling corporate logo. This logo not only embodied the dynamic spirit of the sport but also mirrored Gustafsson's unique style. The end result was a remarkable brand identity that significantly boosted Gustafsson's visibility and presence within the golfing community.

- Designed a unique corporate logo
- Managed promotional marketing for the second largest Pro-AM event in Europe.
- Created visually appealing flags, billboards, and event materials with meticulous design.

2020

 Stockholm, Sweden

Construction **Bergtornet**

During my collaboration with Bergtornet, I took the lead in an extensive briefing and research project. This initiative culminated in the successful development of a fresh corporate logo and a comprehensive brand book identity. My adeptness at creating eye-catching mockups was key in effectively illustrating our proposed designs, which played a crucial role in gaining client approval.

2019

FROM 2013-2019

 Marbella, Spain

Real Estate **Coral Beach**

As the lead designer at Coral Beach Real Estate, I was entrusted with delivering a wide spectrum of creative materials for the firm as well as its numerous sub-companies. These included Ecoilios, Ecosun Energy, Guadalpin Suites, Coral Estates, Marbella Trips, Jardines del Mar, Marina Mariola, Playa Esmeralda, Marbella Resort, and Marbella Club Hills. My responsibilities spanned from designing corporate logos, websites, brochures, and graphics to creating dynamic mockups and presentations. This role allowed me to diversify my design skills and manage multiple projects concurrently while maintaining a high standard of quality.

2018-2007

2018

 Stockholm, Sweden

Investments **Silvstrand**

SINCE 2017

 Marbella, Spain

Golf & Car Rental **Golf Service**

MARCH 2018

 Marbella, Spain

Wine **Fallen Angel**

SINCE 2017

 Marbella, Spain

Fusion Tapas **Bellaria**

MARCH 2015

 Marbella, Spain

Lawyer **Lara Garcia**

2014

 Marbella, Spain

Restaurant **Bound**

2013

 Marbella, Spain

Casino Apps **Apholding**

2013

 Marbella, Spain

Restaurant **Pravda**

MARCH 2011-2012

 Marbella, Spain

Amino Acid Packaging **Zymtech AS**

MARCH 2010-2014

 Marbella, Spain

Golf Resort **Sierra Park Club**

AUGUST 2007-2009

 Marbella, Spain

Junior Designer **Eurodimension**

Note

The work summary has been presented in a concise manner, indicating its completion several years ago. If you need additional details or information, please don't hesitate to ask.

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