



SUMMARY

Designer with 5 years of experience, dedicated to strengthening connections and developing meaningful products through digital tools. Adhering to a versatile methodology to approach projects across various industries, prioritizing user-centered design with a world-centered vision. Demonstrated proficiency in translating client needs into project briefs, managing multiple projects with tight deadlines, and delivering high-quality designs.

SKILLS

- Visual design
- Concept development
- Information architecture
- Interactive media
- Web design
- Photography
- User experience
- Attention to detail
- Strategic thinking

TOOLS

- Photoshop
- Illustrator
- InDesign
- Figma
- After Effects
- WordPress

EXPERIENCE

Mar 2021 - Present *Senior Digital Designer*

Seventy5 studio - Plan Design Consultants

- Led projects from start to finish for multiple retirement-related clients, including client discovery calls, idea development, task assignment, prototyping, plan execution, and delivery presentations
- Multidisciplinary position responsible of the development of websites, branding, logos, event backdrops, video edition, motion graphics, animation, and photography for various projects
- Setting a workflow that fosters team collaboration, creative freedom, goal achievement, design innovation, and business development
- Established design standards, enhanced customer experience, and implemented best practices to ensure brand consistency

Aug 2019 - Oct 2022 *Freelance Designer*

Samza Design

- Provided strategic design solutions for companies in various industries, including PR, finance, and construction
- Managed multiple projects simultaneously, offering services such as concept development, branding, website design, logo creation, typography selection, and general graphic design
- Kept client relationships, met deadlines, followed a design methodology, created briefs and budgets, and presented final deliverables to stakeholders

Dec 2020- Feb 2021 *Graphic Designer*

Siemens

- Collaborated with a cross-functional team, including customer support, product and engineering, to develop user interface graphics
- Contributed to a graphic database for maintaining brand consistency and ensuring high-quality designs
- Created 3D representations of complex engineering systems

Aug 2020 - Dec 2020 *Website Designer*

CaliwearSD

- Focused on e-commerce design and development using Shopify with customized code to meet inventory needs, achieving a 2.4% conversion rate in the first month of implementation
- Produced video and photography for social media content, establishing a brand look and feel resulting in a 22% increase in followers
- Analyzed and created brand guidelines, and enhanced online customer communication

EDUCATION

2022 - 2023 • Tech Institute

Master's in Graphic Design

2019-2021 • Westcliff University

MBA with a double concentration in e-Business Management and Digital Communications and Multimedia

2013 - 2017 • Tecnológico de Monterrey

Bachelor's degree in Industrial Design