

Profile

A dedicated and performance-driven graphic design professional with a demonstrated track record of achievement in brand management, print/digital material, direct mail, identity strategy, marketing collateral, and logo development. Proven aptitude in working collaboratively with cross-functional team communicating with clients and key stakeholders, and directing all aspects of job functionalities, using knowledge and experience under tight deadlines. A talented and dependable producer, who helps strategically promote and develop the image of an organization.

Work Experience

- **Freelance Designer** | 2021-2025 | **Associate International Marketing Designer** | 2019-2020
HUFRIEDYGROUP Chicago, IL

Worked as part of a top performing design team to uphold the corporative brand across all marketing channels. Collaborate with the marketing and web teams to create effective campaigns.

- Created diversity of marketing and sales materials (print and digital) for Latin America and social media platforms; provided translation into local language as requested
- Developed a various promotional materials to support global marketing and corporate events

- **Graphic Design Specialist** | UNIVERSITY OF CHICAGO MEDICINE, Chicago, IL | 2018-2019

Worked closely with a marketing team to drive brand strategies by creating extensive variety of print and digital materials to support overall company message and brand identity. Designed of campaign ads and banners, web/social graphics, brochures, direct mail, trade show graphics, flyers, invitations, posters, elevator wraps, podcast series images, and directional maps. Photo retouched and background removal.

- Designed and layout a weekly UChicago Medicine staff article for the Sun-Times Well section
- Real-time delivery of innovative design ideas to enhance communication visually in each marketing deliverable and campaign ad.

- **Graphic Design** | VINICOLA LA NUESTRA SA DE CV | Valle de Guadalupe, BC / LA NUESTRA, LLC San Diego, CA | 2009-present

Created and produced corporate identity. Created, homogenized, and maintained the brand image. Created a whole line of wine labels for five different wines. Collaborated in naming of wine and designed label according to name. Website interface design. Designs and directs all social media channels. Promotional printed material in wine expo events.

- The new wine label line design gave homogeneity and provided brand cohesiveness
- Homogeneous image on web, social media, and printed promotional material
- Adalid, the Tempranillo label, won best Mexican Wine Label in Artboden Mexican Wine Guide 2018

- **Graphic Designer** | COAST SURGICAL GROUP, A Medical Corporation, San Diego, CA | 2006-present

Developed corporate identity. Designed the logo with its logo standard manual. Designs and directs production of office signage. Designs and directs printing of medical forms, brochures, invitations, and corporative collateral.

- Creating a professional, contemporary aesthetic brand image helped boost the presence and quality perception of the surgical group in the medical community in San Diego
- Helps the corporation stand out in comparison to the other surgical groups in the medical community
- Increases awareness amongst hospital administrators of CSG as a solid professional corporation

- **Graphic Designer** | PM GRAFOLOGÍA, Mexico City, Mexico | 2011-2018

Worked closely with the marketing manager to build and develop the new corporate identity and design a variety of marketing collateral pieces. Maintained the brand image update for a calendar of coach events and social media platforms.

Additional Experience

- **Graphic Designer** | ISSA INTERCLEAN, Skokie, Illinois | 2004-2006
 - Designed covers and layouts for product catalogs, direct mail, updated corporate forms.
- **Graphic Designer** | IN TIME PUBLISHING AND MEDIA GROUP, Chicago, Illinois | 2003-2006
 - Created book covers, ads, and logo identity as well as magazine layout and brochures.
- **Account Supervisor** | DDB NEEDHAM • OGILVY & MATHER • D'ARCY • McCANN ERICKSON PUBLICIDAD FERRER | Mexico City, Mexico
 - Developed creative strategies, evaluate market competition, and work flow coordination to present campaigns with the creative, media, and production teams to meet deadlines for: Volkswagen, Nestlé, Clorox, Neutrogena, Johnson & Johnson, Westin Hotels, Kimberly-Clark, Procter & Gamble, Grupo Bimbo, and Pedro Domecq.

Education

- **B.F.A., Multimedia Production and Design** | ACADEMY OF DESIGN & TECHNOLOGY, Chicago, IL
- **B.B.A., Advertising** | UNIVERSIDAD DE LA COMUNICACION, Mexico City, Mexico

Skills

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Microsoft Office (Word, Excel, PowerPoint)
- Project management (WorkFront)
- Knowledge working (Html/CSS)
- Time Management
- Problem Solving
- Meeting Deadlines
- Critical Thinking
- People Person
- Team Player

Languages

- English, Spanish fluently