

EXPERIENCE

Location:
Mexico City, Mexico

Dates:
Oct. 2014 - Jul 2017

Inco Electronics Creative Director / Graphic Designer

- Redesigned corporate brand and managed the marketing design and product packaging of over 35 products, including televisions, tablets, mobile phones, speakers and portable printers.
- Directed the graphic identity of "Zero" phone, from its packaging to its commercial advertising, which produced over 6,000 sales YTD.
- Led the graphic identity for "Air" and "Air 2" phones, including packaging, advertising and promotional photographs printed in newspapers and posted on public buses, with sales of over 15,000 units YTD.
- Designed advertising booths and packaging for exposure throughout Mexico at Walmart, Best Buy, Sanborns, Office Depot, Office Max, Elektra, Famsa and other retail stores.

Location:
Bellevue, Washington, USA

Dates:
Oct. 2013 - Feb. 2014

NorthWest Home Buyers Creative Director

- Directed media campaign with a very particular market target within real state, generating over 1,000 organic Facebook likes and an average audience of 150 people per publication.
- Designed the graphic identity of the brand.

Location:
Valencia, Venezuela
Dates:
Nov. 2011 - May. 2012

Promoactiva Editorial Designer

- Created advertising guidelines for 10 editions of "Ts Magazine" with an average international audience of 10,000 per copy throughout Bogota, Quito, Miami and Venezuela.
- Strategized the design template for 4 issues of the "City Magazine" with a print run of 5,000 copies throughout Venezuela.
- Collaborated as a member of the creative team to design the image of Motor Fest 2011 (car show), which had an audience of about 80,000 people over 3 days in Caracas, Venezuela.

Location:
Valencia, Venezuela

Dates:
Jun, 2011 - Oct. 2011

Green Light Publicidad Graphic Designer

- Designed city-wide media such a logos, posters and billboards for 4-5 weekly clients.
- Redesigned the full corporate brand, including its logo, product catalog, business cards and social media.

EDUCATION

Centro de Diseño Digital CDD
Bachelor of Visual Communication
2008-2011 Valencia, Venezuela

SKILLS

Spanish (Native)
English (Fluent)
Adobe Creative Suite (Illustrator,
Photoshop, After Effects, InDesign,
Dreamweaver and Premier)
Cinema 4D
Photography
Illustration
Video Editing