

Skills & abilities

ADOBE CC

- InDesign
- Photoshop
- Illustrator
- Lightroom
- AfterEffects

SOFTWARE

- Microsoft Office
- Shopify
- Invision Prototyping
- Basic HTML/CSS

LANGUAGES

- Spanish - Native
- English - Fluent spoken/written
- French | Italian - Basic

Awards & Recognition

RGD STUDENT AWARDS 2017

FINALIST
 Best Use of Colour category

SALAZAR AWARDS 2017

FINALIST
 Brand Identity category

PRESIDENT'S & DEAN'S HONOUR ROLL

THE ART INSTITUTE OF VANCOUVER
 2016 2017

BEST OF SHOW AWARD 2017

THE ART INSTITUTE OF VANCOUVER
 Spring Graduation Portfolio Show

Additional Experience

MONIKER PRESS INTERNSHIP

Production assistant in a risograph print and publishing studio. | Jun–Oct 2017

VANCOUVER ART BOOK FAIR 2017

Volunteer Leadership Team. Event and year-round organization.

YOGA TEACHER TRAININGS

200hr Hatha | Sivananda (2015)
 95hr Kids Yoga | Semperviva (2016)

Work Experience

WOLF CIRCUS JEWELRY

APR 2018 – PRESENT

CREATIVE MARKETING ASSISTANT | VANCOUVER, BC

Adhere to the marketing goals by creating on-brand communication material for email campaigns, social media platforms and blog. Instagram curation and managing with a focus on audience engagement and influencer correspondence. Assisting in photoshoots with concept development and execution.

FREELANCE DESIGNER

2012 – PRESENT

I focus on giving authentic, effective results with an artistic twist. My clients include brands based in Mexico and Canada such as *La Taqueria*, *Beatroute Magazine* and *Crafted Festival*.

- Branding & Visual Identity
- Print & Digital Design
- Social Media Management
- Marketing Colateral
- Creative & Art Direction
- Content Curation & Creation
- Editorial Design
- Product Styling
- Concept Development
- Packaging Design

WILDFLOWER BRANDS INC.

APR 2018 – MAR 2019

DESIGN SPECIALIST | VANCOUVER, BC

Responsible for the design and creative solutions from concept to completion, to increase the value of the brand through consistent, powerful messages and experiences. Social media managing from strategy, planning and integration with public relations, to direct customer interaction.

FREE PEOPLE

AUG 2017 – MAR 2018

VISUAL MANAGER IN TRAINING | VANCOUVER, BC

Creating a unique, innovative and inspirational customer experience encompassing the Free People lifestyle and brand image, while maintaining all store operations and goals.

Education

BACHELOR OF GRAPHIC DESIGN AND SUSTAINABILITY

2019

LASALLE COLLEGE | VANCOUVER, BC

Strong theoretical and practical knowledge with a focus on sustainability and systems design.

GRAPHIC DESIGN AND FOUNDATION DIPLOMA

2017

THE ART INSTITUTE | VANCOUVER, BC

Focus on visual communication developed by conceptual projects on art direction, typography, illustration, packaging and corporate identity. | 3.94 GPA

ADVERTISING DESIGN ASSOCIATE'S DEGREE

2015

UNIVERSIDAD AUTONOMA DE GUADALAJARA | GUADALAJARA, MX

Program focused on designing, planning and art directing for advertising campaigns with a marketing foundation. | Graduated with honours.