



Professional Profile

Creative graphic designer with over 25 years of experience in visual communication, branding, and creative direction, currently expanding specialization in digital marketing and social media strategy. I integrate design, storytelling, and strategic thinking to develop brand identities, content systems, and applied marketing projects focused on positioning, engagement, and performance-oriented objectives. Known for strong aesthetic sensitivity, continuous learning, and the ability to translate concepts into meaningful, visually compelling communication.

Areas of Expertise

- Branding & Visual Identity
- Social Media Strategy (content planning, visual storytelling, calendars)
- Digital Marketing (applied plans, academic campaigns, performance frameworks)
- Editorial & Advertising Graphic Design
- Photography & Visual Direction
- Digital Content & Presentations
- AI Tools for Creative and Marketing Workflows

Professional Experience

Freelance Graphic Designer & Creative Specialist

Independent Projects & Applied Academic Work | 2000 – Present - Develop brand identities, logos, and visual systems for creative and entrepreneurial projects. - Design print and digital marketing materials including flyers, banners, packaging, catalogs, and presentations. - Create visual content for social media platforms, aligning brand narrative with editorial and lifestyle aesthetics. - Build applied marketing projects such as marketing plans, content calendars, and social media strategies based on real-world briefs and strategic frameworks. - Integrate AI-assisted tools to streamline creative processes, concept development, and digital communication.

Selected Highlights

Anytime Signs — Chula Vista, CA (2021–2025)
Visual Communications & Large-Format Design Specialist

Freelance — Chula Vista, CA (2018–Present)
Branding & Social Media Design Consultant

JB Natura — Chula Vista, CA (2019)
Brand Identity & Digital Design

Education

Social Media Marketer – Certificate of Proficiency

Southwestern College, 2025

Marketing & Sales – Certificate of Achievement

Southwestern College, 2025

Associate Degree – Arts: Graphic Design & Photography

Southwestern College, 2000

Cinematography – Certificate

CECBC (Centro de Estudios Cinematográficos de Baja California), 2003

Selected Professional Development

- Digital Marketing for Entrepreneurs & Freelancers – Domestika
- Brand Creation with AI – Domestika
- Instagram Strategies for Brand Development – Domestika
- Content Marketing for Social Media – Domestika
- Creative Writing for Blogs – Domestika
- Adobe Animate & Motion Graphics – Domestika
- ChatGPT & AI for Creative Work – Domestika

(Full list of certifications available in the Education & Certifications section of my online portfolio.)

Featured Projects

- Brand development and visual storytelling for conceptual and creative brands.
- Social media visual galleries focused on identity, narrative, and engagement.
- Applied academic marketing projects developed under strategic briefs and performance-driven objectives.

Technical Skills

- Adobe Illustrator, Photoshop, Animate
- Digital Photography & Visual Editing
- Basic Web Design (HTML / CSS)
- Editorial & Presentation Design
- AI-Assisted Creative and Marketing Tools

Languages

- Spanish: Native
- English: Professional Proficiency

Professional Note

This portfolio includes a combination of professional experience, creative projects, and applied academic work developed under strategic brand briefs and real-world communication objectives.

For samples of my work and detailed information about my education and professional experience, please visit my personal presentation website.

WWW.XXXXXXXXXXX.COM