



Empowering leaders to manifest their vision through impactful design, embodying the essence of their unique identity and principles.

EDUCATION

- 2020–2024 **UNIVERSIDAD DE GUADALAJARA (UDG)**
Candidate for Bachelor's in Design for Visual Communication
- Specializing in **Branding and Visual Identity**
 - **GPA** of 4.0/4.0
- 2022 **UNIVERSITY OF NEW MEXICO (UNM)**
Exchange Student
- **GPA** of 4.0/4.0
- 2016–2019 **TECNOLÓGICO DE MONTERREY (ITESM)**
Trilingual High School Education
- **GPA** of 3.3/4
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EXPERIENCE

- 2024 **GRAPHIC DESIGN INTERN**
Centro Universitario de Ciencias Exactas e Ingeniería (CUCEI)
- Skilled in crafting company branding strategies and proficiently leading the planning, development, and implementation of social media marketing.
 - Operated in a remote capacity, demonstrating adept organizational skills and self-discipline to guarantee the consistent delivery of high-quality work.
- 2023 **GRAPHIC DESIGN INTERN**
Lólo Cafetería
- Experience in devising comprehensive company branding strategies and proficiently overseeing the strategic planning, development, and effective execution of social media marketing campaigns.
 - Operated within a professional setting, fostering collaborative relationships with superiors while prioritizing meticulous time and workload management to ensure the delivery of high-quality end products.
- 2016–2019 **PROJECT MANAGER AND EVENT PLANNING**
Tecnológico de Monterrey (ITESM)
- Experience in event planning, decor coordination, financial management, facility sanitation, customer service along with general and time management.
 - Endured a high-stress and fast-paced environment whilst collaborating with other team members to meticulously plan and execute event activities. Prioritized exceptional customer service and adept time management to ensure a seamless and positive customer service.

HARDSKILLS

PROGRAMMING

Brackets and Adobe Dreamweaver

APPLICATIONS

Adobe Suite, Figma, Microsoft Suite and Apple Suite

LANGUAGES

Native **spanish**, advanced **english**, and intermediate **german**

SOFTSKILLS

Detail-oriented, leader, fast learner, open to collaboration, responsible, goal-oriented, creative problem-solver, dedicated, adaptable, critical thinker, not afraid to step up and good communication skills.

AWARDS AND RECOGNITIONS

2022	Recognized as a top university student and elected for the exchange student program
2016–2019	Awarded a merit scholarship during the entirety of high school

CERTIFICATIONS

2024	Build Wireframes and Low-Fidelity Prototypes
2024	Start the UX Design Process: Empathize, Define, and Ideate
2024	Foundations of User Experience (UX) Design
2023	Adobe InDesign: Diseño Editorial desde Cero
2022	Kawaii Illustration: Create Charming Characters
2022	HubSpot: Content Marketing

CONFERENCES

2023	Branday de Brandiosas: Encuentro Internacional con especialistas del Branding
2023	Oportunidades para trabajar con UX y productos digitales

EXHIBITIONS

2022	Group Exhibition, <i>End Time</i> , UNM Department of Art & Art History, Albuquerque, New Mexico, United States.
2021	Group Exhibition, Proyecto de Diseño para la Imagen: Doki Ice, Duodécimo Coloquio, Guadalajara, Jalisco, Mexico.
2017	Group Exhibition, Fiesta de Humanidades, Guadalajara, Jalisco, Mexico.

INTERESTS

Gaming, traveling, professional development, reading, and cooking.