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Education

Colectivo 23

Digital Product Design
Certificate (2024)

Monterrey Institute of Technology and Higher Education (2011)

BA Industrial Design

Borego Dorado award for student
development

University of Cincinnati

International program (OH, 2009)

Dean's list (spring quarter)

The Washington Center for Internships and

Academic Seminars (D.C.2011)

Gobernadores Scholarship

Public policy and project planning
diplomas.
Best performance award 2011

The Un-School of

Disruptive Design (CDMX 2015)

Social innovation and
sustainability immersive program.

University of the valley of México (2021)

Business entrepreneurship diploma

Languages

Spanish (Native)
English (640 TOEFL / C1)

Software

Adobe CC (Ps, Ai, Xd, Lr, Pr, Ae)
Figma
Wordpress / Divi / Salient
Rhinceros
Keyshot 9
Office suite

Pragmatic and human solution designer based in Queretaro, México. Focused on research and creative analysis, I work to unveil innovation opportunities and define solutions that stimulate new paradigms to facilitate life and business.

Professional experience

COWTS LLC Dallas, Tx. - Sr. Graphic/UI designer (Feb 2022 - current)

Sr. Creative Graphic/UI designer (Remote) - Creative graphic design for digital marketing campaigns, websites, printed assets and graphics for current clients.

Do Social MKT Querétaro - Sr. Designer (2023-2024)

Managed 3 accounts, including hotels, Conspiradores baseball team, residential developments, and other small businesses. I worked along photographers, a project manager and business stakeholders mainly, to generate and follow a monthly media content plan, designed master graphics for campaigns and regular content grids.

Constructika Querétaro - Founder/Operative Manager (2015 - 2023)

Lead product design and development - working through the design process from research and insight analysis to concept development and prototyping.

New business development - Developed two long term business integrations and partnerships with industry consultancies.

Partnered with Mostaza FDI food industry consultancy and led the development of an integral food product development service. Designed landing page, service processes and branding research protocol.

Developed an industrial safety communication system along with G&G infographics, to improve safety standard KPI on a Sulzer manufacturing plant.

GUIPAR - Real Don Vasco SA Michoacán - (Mar 18 - Nov 21)

Furniture designer and new product development

. Conceptualization and development of furniture collections for Coppel. Concept design, prototyping and constructive development. Retailing 5 designs, with over 15,000 pieces sold nationwide.

InTrust global investments Washington DC - Internship (2011)

Worked on the development of the Private Placement Memorandum of the INDI Fund (Renewable Energy development in Latin America), project and alliance proposals study and synthesis, first contact with international allies. (INDI Fund)

Teaching experience

Monterrey Institute of Technology and Higher Education (2016 - 2017)

Associate professor at the Design and Architecture School. Advanced digital representation techniques - Program focused on the design portfolio and portfolio graphic management, information design, storytelling and graphic design fundamentals.

Anahuac University (2014 - 2015)

Industrial Design Academy. Projects of functional objects (Design Studio focused on research, divergent thinking and user centered design), Prácticum I (Design Studio focused on need analysis technique and representation techniques).

Soft Skills

Intependent, proactive and creative, excellent conceptual development and analyzing complex situations, great at connecting dots.

Interests and hobbies

Professional flamenco singer, performed in national and international stages in North América, Europe and the Caribbean. Furniture building and carpentry.