

LEONARDO VILLARREAL

Graphic Designer | Visual Identity, Marketing & Multimedia Mexicali, B.C. México. |
4bulletsdesign@gmail.com | [Portfolio](#)

PROFESSIONAL SUMMARY

Graphic Designer with comprehensive training in strategic marketing and brand management. Specialist in developing visual identities, advertising materials, and multimedia content optimized for digital platforms. Advanced technical proficiency in pre-press and file preparation for professional printing and precision cutting systems, ensuring production-ready results.

TECHNICAL SKILLS (ATS Keywords)

- **Branding & Identity:** Corporate identity, logo design, brand manuals, and institutional identity.
- **Production & Pre-press:** File optimization for professional printing and cut-ready path creation.
- **Motion Graphics & 3D:** Modeling, animation, and high-quality product visualization in 3D environments.
- **Software:** Adobe Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom, and Blender.
- **Marketing & Web:** Google Digital Marketing, E-commerce strategies, professional photography, and basic HTML/CSS/JS.

PROFESSIONAL EXPERIENCE

Flow Marketing Group | Graphic Designer | 2025

- Conducted business requirement analysis to develop strategic and functional social media content.
- Designed and executed visual assets for diverse digital marketing campaigns.
- Managed design reviews and technical adjustments following corporate quality standards.

UABC Design Bureau | Graphic Designer | 2024

- Developed comprehensive visual identities and logomarks for university research institutes.
- Researched and designed advertising posters for digital platforms and social media.
- Ensured strict compliance with institutional brand regulations across all editorial projects.

4BULLETS (Independent Studio) | Graphic Designer | 2020 – Present

- Executed branding and advertising projects for a wide range of commercial clients.
- Developed 3D visualizations and product modeling for high-impact multimedia presentations.
- Managed technical pre-press duties to ensure zero-error output in professional print and cut production.

EDUCATION & CERTIFICATIONS

- **Bachelor's Degree in Graphic Design** | Universidad Autónoma de Baja California (2020 – 2025).
- **Google Digital Marketing & E-commerce Professional Certificate** | Google - Coursera (2024 – 2025).
- **Languages:** Spanish (Native) | English (B2 CEFR - Professional and technical proficiency).