

Joana Castaneda

Portfolio: <https://joanacastaneda.github.io/Portfolio/>

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Languages: English, French and Spanish

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GRAPHIC COMMUNICATION DESIGN

As a candidate with five years of experience, I have designed for a variety of purposes across government institutions, private companies, and nonprofit organizations. I have typically collaborated with IT departments in roles as a web and graphic designer, creating a wide range of digital content and printed materials. I'm excited and ready to take on new challenges and contribute positively to the creation of diverse projects.

Education

Certificate of Training in French Language Proficiency (MIFI Quebec)

Nov. 2023 – Nov. 2024

Cégep de Rosemont, Montréal, QC, CA.

Diploma, Game Programming 2021 - 2023

St. Lawrence College, Cornwall, ON, CA.

Degree, Graphic Communication Design 2012 - 2016

Universidad Autónoma Metropolitana, México City

Technical Skills

- Graphic design / Digital and printed design / Animation and Modeling (Blender)
- Web design: HTML, CSS, JavaScript and libraries like jQuery UI, jQuery Mobile, Bootstrap, GitHub
- WordPress, Wix, Figma and Canva and management software like Jira
- Adobe Creative Cloud: Illustrator, Photoshop, Premiere, After Effects, Audition, Dreamweaver, InDesign
- Office library: Word, PowerPoint, and Excel
- Knowledge of Google Ads and Google Analytics

Work Experience

LQA Tester

January 2025 – Present

Altagram Group / *(Part time job in Game Localization company)*

- Improved translation quality for **Spanish (LATAM)** by refining linguistic accuracy, consistency, and cultural relevance.
- Identified localization issues and reported bugs using issue-tracking systems to support consistent game quality.
- Contributed to the successful localization of major titles, like **"Candy Crush"**.

Graphic / Web Designer

October 2023 – January 2024

ACOMM / *(Freelance project to renovate a website for an organization in Montreal)*

- Designed a prototype in Figma for a future update of the ACOMM website's booking section, aligning with the organization's values while enhancing user navigation and making the interface more intuitive and easier to manage.

Graphic Designer Volunteer

July 2023 – October 2023

BTSAADV / (*Volunteer for a nonprofit organization who helps women in USA*)

- Developed promotional and awareness materials, including flyers and social media graphics, with a strong focus on brand alignment and visual clarity to improve audience comprehension and retention.

Web and Graphic Designer

2017 – 2021

Tax Administration Service / (*government institution in Mexico*)

- Participated in the creation of a campaign aimed at encouraging formal taxpayer registration. I contributed to the design and messaging strategy, which led to a noticeable increase in registrations, especially among new small business owners.
- Updated the website's applications with new sections and content.
- Designed new applications which meet the needs of each department.
- Optimized the main portal website, making it easier for the employees to find the information to complete their activities on time.
- Created digital content for the needs of the institution like videos, tutorials, banners, landing pages, infographics, icons, presentations, and posts for social media.
- Dealt with the lack of communication between different areas, creating alerts in the systems and sending a news section through email.
- Stimulated the working environment with the suggestion of designing videos to show appreciation for the accomplished goals of the employees.

Web designer

July 2017 – October 2017

We R Unlimited / (*Web Agency in Mexico City*)

- Contributed to the redesign of Genuino Metco's website, creating a more advanced, user-friendly, and visually cohesive interface, greatly enhancing the user experience.
- Designed six product-specific mini-sites (AzucarBC, Svetia, Mascabado, DBsugar, Piloncillo, and Sweet-0), each reflecting unique brand identities while maintaining consistent usability and navigation.

Graphic designer

2016 – 2017

Goros Lotu / (*Transport Company in Mexico City*)

- Established an image more coherent and clearer designing digital and printed material.
- Optimized prices in printing materials and negotiating with the suppliers the best options.

Soft Skills

- **Effective communication:** I try my best to listen and be clear to avoid misunderstandings in any task.
- **Positive attitude:** I perform my activities with kindness and respect.
- **Time management:** I have experience of knowing what to prioritize and organize.
- **Responsible:** I do the tasks assigned with professionalism and with the values of the company.
- **Creative:** I like to think of options and ideas to improve the service.
- **Team worker:** I enjoy working as a team.