

# JORGELINA CRUZ MENDOZA

## GRAPHIC DESIGNER

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### PROFILE SUMMARY

Graphic Designer and Illustrator with 9+ years of experience working with institutions and clients on creative projects. Interpret abstract business concepts and creative briefs and turn them into graphics that communicate and impact. Design and develop a wide range of visual content, including brand identities, logos, digital assets, print materials, layout, UI/UX Design, illustrations, typography and web graphics. Manage multiple projects simultaneously, ensuring that all deadlines and project requirements are met. Problem solving, highly creative and excellent communicator.

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### PROFESSIONAL SKILLS

Creativity	Collaboration	Critical Thinking	Storytelling	Adobe Photoshop
Detail Oriented	Character Design	UX/UI Design	Illustration	Adobe Illustrator

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### WORK EXPERIENCE

**Graphic Designer** Jun, 2021 – Dec, 2021

Grupo Orlandos, Ensenada, BC

- Designed the brand guidelines and website for Marineros de Ensenada presence in 2022 North Mexican League baseball season, utilized in social media, ads, newspaper, and on-site promotions to effectively drive event promotion.
- Designed and developed a wide range of visual content, including brand identities, logos, digital assets, print materials, layout, and web graphics.

**Head Graphic Designer** May, 2018 – Agosto, 2019

Assetel, Guadalajara, JAL

- Led the rebranding of Assetel's, ensuring consistent branding across all channels.
- Collaborated with other members of the team, including project managers, sales director, software developers and other designers to ensure timely delivery of high-quality work.
- Led the redesign of their main website and social media image.

**Web Graphic Designer** Jan, 2017 – Dec, 2017

Universidad Xochicalco, Ensenada, BC

- Designed landing pages and microsites (UI/UX) for the university.
- Performed collaboratively with copywriters, designers, videographers and marketing strategists, offering art direction and creative execution.

**Web Graphic Designer** Oct, 2015 – Oct, 2016

CICESE-UT3, Ensenada, BC

- Designed user interfaces (UI) and user experiences (UX) for technology transfer projects in CICESE-UT3, including applications, websites, landing pages, and other digital assets.
  - Designed the website and mobile application for a water quality monitoring system in aquaculture farms and during live fish transport, utilizing wireless sensor networks.
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### EDUCATION

**Bachelor/ Graphic Design** 2006 – 2010

Universidad de Guanajuato, Guanajuato

- Best Generation Student Award, 2011.