

# VIDELA MATHIAS

GRAPHIC DESIGNER

## phone

393518314024

## Mail

mathiasvidela20@gmail.com

## Ubication

Italy

## ABOUT ME

Graphic designer experienced in Illustrator, Photoshop, and After Effects for motion graphics. Specialized in UI and front-end development. Extensive experience in comprehensive graphic design and interface development, creating visually appealing and functional solutions that meet client needs.

## LANGUAGE

English (Intermediate)

Spanish (Native)

## EDUCATION

### Universidad Siglo 21

2019 - 2021 | Design and Digital Animation

## OTHER STUDIES

### CODERHOUSE

UX/UI Introduccion

UX/UI Advanced

Web development

### DIGITAL HOUSE

Profesional Developer Front-End

### EDUCATION IT

JavaScript Fundamentals

## SKILLS

- Adobe photoshop
- Adobe illustrator
- Adobe after effects
- Figma
- HTML / CSS
- JavaScript
- React

## EXPERIENCE

### FINANFLIX

- Development of monthly strategies for Finanflix's commercial account on Instagram, addressing topics on global finance and cryptocurrencies.
- Creation of attractive designs for email marketing campaigns.

### COOKING (2021 - 2022)

#### ADVERTISING AGENCY

- Comprehensive graphic design for 6 business accounts across various social media platforms, focusing on creating appealing and strategic monthly calendars.
- Coordination of successful Google Ads campaigns for a clothing store and an e-commerce business for natural products.
- Contribution to the development of the visual identity for 3 agency clients.

### Festival MIONCA

- Design of an impactful public ad campaign for the festival.
- Creation of informative content on Instagram prior to the event, generating anticipation among followers.
- Comprehensive coverage of the festival over 3 days, capturing key moments of the event.
- Design of visual elements displayed on screens and conceptualization of the main stage, including the creation of exclusive visuals for participating artists.

### Perfumeria El BALCON

- Essential contribution to two high-impact advertising campaigns: Mother's Day and Father's Day.
- Participation in the development of BTL and ATL strategies for El Balcón, a prestigious perfumery in Córdoba, Argentina.
- Design of materials that encouraged public interaction with products, fostering a direct connection with the store.

### PRECEDENTE

#### ADVERTISING AGENCY

- Outstanding graphic design for 2 different social media accounts, including strategic content planning for Instagram.
- Collaboration in promoting real estate projects in Paraguay and a car dealership, maximizing their digital presence with impactful designs and well-structured monthly agendas.