

## PROFILE

### ***My point of view, and a few thoughts on (web) design:***

I believe design is not just how things look and feel but also how they work. And to build this culture of design and design thinking throughout a development team is sometimes hard but crucial in creating not only the thing right, but also **creating the right thing**.

## SKILLS

I have experience working with teams to brainstorm concepts. I enjoy creating highly detailed **wireframes**, and **prototypes**. With the objective to pivot into development, I recently earned a Web & Mobile Development diploma at CCCCC, where I learned to build web applications, client and server side, using **JavaScript** and to work with distributed teams using **Git**.

Software and technologies I know:

- Figma / Adobe XD
- Photoshop
- Illustrator
- InDesign
- HTML & CSS (Tailwind / Bootstrap)
- JavaScript (jQuery / ReactJS)
- IDEs (VS Code / IntelliJ / PyCharm)

\* I have basic knowledge of Java and Python, and I've worked with some other prototyping tools, frameworks and design systems but to avoid a full laundry list above, I've kept it to just my favourites. If you use a different software or technology I would be happy to learn it.

## WORK EXPERIENCE

### ***Freelance***

December 2019 - Present

Graphic Designer & Front-end Developer

I've worked with agencies, design studios and also taken on solo projects. The work has been primarily in the realms of branding, editorial design, SEO, responsive website design, junior-level development, UI design, and prototyping. I've been part of teams working with interaction design, UX and overall visual design.

### ***Napkin Studio***

November 2017 - Present

Graphic & Web Designer

I'm the co-founder of Napkin Studio. My work spans from wireframing, helping with research studies to creating visuals for onboarding UI and Web Design projects while working on branding too. Since the studio is based in Mexico, I collaborate remotely when needed.

### ***Wow! English School***

March 2018 - 2020

Digital Marketing Director

I was responsible for the marketing budget. My focus was on growth-related features such as the visibility of the company's Facebook page, increasing its traffic and boosting online sales. I would often lead the sales team.

### ***Vanguardia***

May 2015 - 2017 Editorial Designer

I contributed to the design layout and visual aesthetics of the social section and promoted publicity projects. I helped design attractive, visually interesting, and easy-to-read online publications.

### ***Lapse Photography***

January 2013 - 2014

Event Photographer & Video Editor

I covered social events of all kinds taking photographs and videos. I was responsible for editing both; photos and videos while also taking care of the events schedule and itineraries.

### ***El Zocalo***

October 2010 - 2012 Product Photographer & Editor

I worked on product photography published in the newspaper for local and national companies and restaurants. I also helped editing, printing, and delivering the photographs in the proper formats. I helped for a couple of months on the menu design for the already mentioned restaurants.