NORA GABRIELA ARIAS BANDA

B.A. in Graphic Design | gag2811@gmail.com | 811-153-4776 | Mty. N.L. M.X.

PROFILE

With 10 years of experience in graphic design and web development, I combine creativity and technical skills to deliver visual and digital solutions that stand out in the market. I have worked across various industries, including commercial distributors, manufacturing, real estate, car dealerships, hospitals, and service companies, tailoring each project to the specific needs of every business.

My approach is based on creativity, efficiency, and innovation, developing projects that not only meet objectives but also enhance interaction and functionality, exceeding expectations in engagement and user experience.

My expertise ranges from conceptualizing digital ads for social media campaigns to creating visually impactful infographics and mass email marketing (mailing). I also specialize in designing and developing websites and landing pages that are both aesthetically appealing and optimized for user experience and conversion.

Portfolio: https://gabs-ab89.github.io/gabrielarias-portafolio/index-en.html

EXPERIENCE

June 2018 - present	Digital Graphic Designer / UX/UI Designer / Web Development (Front-end) – HOLD Marketing Responsible for designing digital advertising for social media, creating and programming email marketing campaigns in Zoho Campaigns, developing informative infographics, designing and building websites and landing pages, and developing e-commerce stores with Shopify.
February 2014 – September 2016	Digital Graphic Designer - Caja Mágica Fotografía Infantil Responsible for digital photo retouching, social media advertising design and email marketing creation and programming.
January 2013 - January 2014	Freelance Graphic Designer Social media advertising design and graphic design for social events.

EDUCATION

Universidad Metropolitana de Monterrey
B.A. in Graphic Design.

KEY AND SKILLS & COMPETENCIES

· Critical Thinking
· Autonomy
· Leadership
· Problem Solving
· Creativity & Innovation

· Adobe Photoshop

· Adobe Illustrator

· Filmora

· HTML & CSS

· JavaScript (actually learning)

· Bootstrap

· Visual Studio Code

· Zoho Campaigns

· Shopify

· Wix

· WordPress

· Figma (actually learning)

ACTIVITIES AND INTERESTS

I enjoy learning languages—currently studying Portuguese and English. I have a passion for art, practicing yoga, singing, traveling, listening to music, reading, playing video games, working out at the gym, and personal development.