

# 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/>

## EXPERIENCE

June 2018 - present	Digital Graphic Designer / UX/UI Designer / Web Development (Front-end) – HOLD Marketing Designed digital advertising for social media. Created and programmed email marketing campaigns using Zoho Campaigns. Developed informative infographics. Designed and developed websites and landing pages. Built e-commerce stores using Shopify.
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February 2014 – September 2016	Digital Graphic Designer - Caja Mágica Fotografía Infantil Digital photo retouching. Designed digital advertising for social media. Designed and programmed email marketing campaigns.
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January 2013 - January 2014	Freelance Graphic Designer Designed digital advertising for social media. Created social graphic design content.
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## EDUCATION

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

## KEY AND SKILLS & COMPETENCIES

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|---------------------------|---|
| • Critical Thinking       | • Adobe Photoshop   |
| • Autonomy                | • Adobe Illustrator   |
| • Leadership              | •  Filmora |
| • Problem Solving         | • HTML & CSS  |
| • Creativity & Innovation | • JavaScript (actually learning)  |
|                           | • Bootstrap   |
|                           | • Visual Studio Code  |
|                           | • Zoho Campaigns  |
|                           | • Shopify   |
|                           | • Wix   |
|                           | • WordPress   |
|                           | • Figma (actually learning)   |

## ACTIVITIES AND INTERESTS

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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.