

# RESUME

# Jorge Méndez

## Graphic Designer | Branding & Editorial Design Specialist

Multidisciplinary designer with 10+ years of experience crafting brands and digital experiences for startups and agencies. Fluent in English and experienced in remote collaboration. Passionate about merging strategic thinking with pixel-perfect design.



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## Education & Certifications

- Bachelor's Degree in Graphic Design | Universidad del Valle de México (2014)
- Digital Marketing Certification | Promoción Empresarial (Applied to 10+ client campaigns)

## Work Experience

- Company: **Cintegra2**  
Period: May 2022 – Present  
Position: Account Executive  
Activities: Coordinated, developed, and supervised graphic guidelines for client brands. Led and mentored an art team to deliver high-quality design projects.
- Company: **Ezqualo Agency**  
Period: June 2021 – May 2022  
Position: Coordinator Graphic designer  
Activities: Managed and supervised the art team to ensure brand consistency. Developed comprehensive graphic guidelines for diverse client portfolios.
- Company: **IMPRO Marketing**  
Period: September 2019 - 2021  
Position: **Art Director**  
Activities: Created multimedia content (graphics, videos, and animations) for digital and print campaigns. Designed corporate identities and brand systems for clients. Developed wireframes and layouts for web pages and digital platforms..
- Company: **IMPEL / Global Coaching Magazine**  
Period: February 2016 - August 2019.  
Position: **Graphic Coordinator.**  
Activities: Oversaw corporate image development for national and international branches. Coordinated cross-functional graphic projects from concept to final delivery.
- Company: **Grupo Editorial Notmusa**  
Period: August 2013 – May 2015.  
Position: **Graphic Designer.**  
Activities: Editorial and illustrator design in magazines of national and international circulation.

## Skillset:

- Cross-functional collaboration (Slack, Trello)
- Client communication (Zoom, English/Spanish)
- Agile workflow management

## MAC

Illustrator	<div><div></div></div>	90%
InDesign	<div><div></div></div>	95%
Photoshop	<div><div></div></div>	80%
Premiere Pro	<div><div></div></div>	50%
After Effects	<div><div></div></div>	45%
Firefly	<div><div></div></div>	70%

## PC

Word	<div><div></div></div>	90%
Powerpoint	<div><div></div></div>	90%
Excel	<div><div></div></div>	70%
Canva	<div><div></div></div>	90%
Wordpress	<div><div></div></div>	65%

## Meta Ads

**Language:** Spanish: Native  
English: 95%  
TOEFL: 560 points.

## Areas of Interest::

Graphic Design, Editorial Design, Advertising, Illustration, Branding & Corporate Identity, Web Design, Digital Marketing.