



RAFA GAMBOA-CARDEÑA

Design & Communications Specialist (they/them)

+52 55 3227 3531 | rafa.gamboacardena@gmail.com | [LinkedIn](#) | [Portfolio](#) | Mexico City, Mexico

PROFESSIONAL SUMMARY

Strategic and innovative Design Specialist with 10+ years of experience driving creative direction, brand integrity, and cohesive visual communication across diverse industries. Known for a blend of creative leadership, technical expertise, and an ability to foster a collaborative design culture, they excel in producing impactful design solutions that amplify brand narratives and elevate audience engagement. Proven success in managing end-to-end creative processes, and collaborating with stakeholders to deliver outstanding design work in fast-paced, high-stakes environments.

PROFESSIONAL EXPERIENCE

Marketing Communications Consultant

Latin American Biochar Institute

11/2024- Present | Mexico City

- Developed and executed marketing strategies to position ILBI as a leader in biochar advocacy across Latin America.
- Expanded membership engagement through targeted outreach and visually impactful campaigns.
- Strengthened ILBI's brand identity, enhancing visibility among stakeholders, policymakers, and the public.
- Boosted social media engagement and digital presence through strategic content creation and analytics-driven improvements.
- Collaborated with academic, NGO, and private sector partners to secure alliances and advance advocacy efforts.
- Designed policy briefs and advocacy materials to support regional integration of biochar in sustainability initiatives.

Design Lead

The Next 150

11/2022 – 11/2024 | Mexico City

- Lead comprehensive design processes to ensure high-quality creative deliverables, setting standardized workflows and promoting cross-functional collaboration.
- Spearheaded the implementation of advanced design software and collaboration tools, resulting in a 30% increase in project efficiency.
- Foster a positive and innovative design culture through mentorship, guiding a talented design team to execute impactful, mission-aligned projects.
- Establish and maintain vendor partnerships to streamline project timelines, uphold quality standards, and secure deliverables.

Creative Designer

Essor

05/2021 - 11/2022 | Remote

- Conceptualized and executed engaging visuals for direct-to-consumer (DTC) product marketing, spanning print, digital, and branding.
- Partnered with clients and internal teams, ensuring design alignment with brand goals, resulting in a 40% boost in brand visibility within six months.
- Produced visually cohesive assets across multiple campaigns, upholding brand consistency and engaging target audiences across channels.

Creative Designer

Somatres

2018 - 2021 | Mexico City

- Crafted immersive experiences for luxury brands by integrating 2D graphics, 3D modeling, and multimedia to create sophisticated, memorable consumer interactions.
- Strengthened brand narratives by designing cohesive visuals across physical and digital touchpoints, enhancing brand engagement and consumer loyalty.

Graphic Designer

Vegrande

2014 - 2015 | Merida

- Delivered tailored branding and visual identity projects for a diverse client base, ensuring alignment with strategic brand messaging.
- Managed multiple concurrent projects in a fast-paced environment, leveraging Adobe Creative Suite to produce high-quality, client-aligned visuals.
- Conducted competitor analysis and trend research to inform design strategies and creative solutions, contributing to unique client outcomes.

Communications Consultant

Population Council

2011 - 2018 | Hybrid

- Developed and executed communication strategies supporting public health, gender equality, and reproductive rights initiatives, increasing mission awareness.
- Created digital content (social media, blogs, newsletters) and designed visuals to translate complex research data into accessible, impactful narratives.
- Analyzed engagement metrics to optimize content strategies, enhancing reach and effectiveness, while overseeing content project timelines for on-time delivery.

EDUCATION

- BA Visual Arts - School of Arts of Yucatan- 2006/2011
- MA Design and Visual Communications – National Autonomous University of Mexico – 2018/2020

CORE SKILLS

- **Design Leadership.** Creative direction, design team mentoring, positive design culture cultivation.
- **Creative Software Proficiency.** Adobe Creative Suite (Photoshop, Illustrator, InDesign), figma, and slide deck presentation software.
- **Branding & Visual Storytelling.** Brand integrity maintenance, immersive experience creation, DTC marketing.
- **Project Management.** Workflow standardization, vendor relationship management, project timeline oversight.
- **Strategic Communication.** Digital content strategy, audience engagement, narrative development.