

Leonardo Villarreal

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Education

Universidad Autónoma de Baja California

Bachelor's Degree in Graphic Design.

Mexicali, Baja California.

May 2025

Coursera

Google Digital Marketing & E-commerce Certificate

Remote.

Jan 2025

Experience

UABC Design Bureau

February - November 2024

- Conducted research for the design of commemorative posters.
- Evaluated design and managed social media publishing of posters.
- Developed a logomark for the Veterinary Sciences Research Institute and a celebratory logotype for its 50th anniversary.

Flow Marketing Group

February - May 2025

- Analyzed business needs to create effective social media publications.
- Designed social media posts for various clients.
- Presented and evaluated proposed publications.
- Executed design corrections and adjustments.

Skills & Interests

Technical: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom and Blender.

Language: Spanish (Fluent), English (B2 CEFR).

Interests: Graphic Design, Motion Graphics, Photography and 3D Design.