

Benito Anagua

professional profile

Integral Graphic Designer

Digital & Offset

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- Tarija, Bolivia

Multimedia Graphic Designer with 18 years of experience in digital design and print production. Specialized in creating brand visual identities, editorial design, and production for offset and screen printing. Expert in Adobe Creative Suite and Affinity (Canva) for high-level professional production. Extensive experience managing projects from conceptualization to final production, coordinating with print vendors, and ensuring technical quality across digital, offset, and screen printing media.

artistic and technical skills

Branding:

Logo Design, Corporate Identity, Stationery.

Print Production:

Prepress, Offset, Screen Printing, CMYK/Pantone, Color Separation.

Graphic Design:

Adobe Photoshop, Illustrator, InDesign, Affinity (Canva).

Web & Digital:

WordPress, Figma, Image Editing for Web.

work experience

Freelance Designer

Technology Updates

Jan 2025 – Dec 2025

Worked as an independent graphic designer on branding and graphic production projects while specializing in artificial intelligence tools applied to visual design. Invested time in learning generative AI for graphic asset creation, creative process optimization, and emerging design tools. Completed intensive technical English training reaching A2 level, significantly expanding competencies for international collaborations.

ITGroup Systems

Product Designer

Oct 2016 – Dec 2024

Defined and maintained corporate visual identity, brand guidelines, and style guides for all company products and communications. Created visual design systems, graphic assets, iconography, and visual elements for software interfaces and web applications. Designed digital graphic material including banners, social media graphics, and corporate presentations, supervising the aesthetic quality of all digital deliverables and ensuring visual coherence across the brand.

SSUT Tarija

Interface Designer

Nov 2023 – May 2024

Designed visual interfaces, custom iconography, and cohesive graphic elements for Flutter mobile applications. Created visual compositions, screen layouts, and high-quality mockups to guide software development. Adapted and optimized graphics and digital assets to ensure correct rendering across different devices, collaborating on the definition of color palette, typography, and complete visual system of the digital product.

UAJMS

Graphic / Web Designer

Jul 2014 – Sep 2016

Designed university promotional material for academic events and institutional campaigns: flyers, posters, banners, and pennants. Performed professional photo retouching, digital compositing, and creative image manipulation in Adobe Photoshop for web content and publications. Managed visual design and content layout for the institutional web portal, maintaining the visual coherence of the university's graphic identity across various digital and print media.

GRAPHICART

Graphic Designer

Oct 2011 – Jun 2014

Created complete brand identities including logos, corporate identity manuals, and promotional material for diverse clients. Designed and laid out advertising material for offset printing, screen printing, and large format: brochures, catalogs, billboards, vinyl, and printed textiles. Managed the prepress and screen printing production process with color separation, preparing files with technical specifications for bleed, resolution, and CMYK/Pantone color management. Coordinated with vendors to ensure final print quality.

EL NACIONAL

Digital Designer

Mar 2008 – Sep 2011

Designed advertising banners, journalistic infographics, and graphic pieces for the digital newspaper and online campaigns under tight daily deadlines. Prepared files and coordinated offset production of the printed newspaper, ensuring technical specifications for color registration, bleed, and crop marks. Optimized and edited photographic images for digital and print publication, maintaining the website's visual design and creating layouts for documents and newsletters with brand consistency.

education

Bachelor's Degree in Computer Engineering

Universidad Autónoma Juan Misael Saracho | 2012

Funval Internacional

Inglés – A2 | 2025