ALEJANDRA CASTRO

Senior Graphic Designer

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📍 Ensenada, B.C. Mexico

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STRENGHTS

👥 Creative Problem Solving
Ability to develop innovative solutions that meet client needs and align with brand identity.

🔨 Versatility Across Media
Ability to create designs for various platforms, including print, digital, web, and social media.

👑 Collaboration and Teamwork
Experience working with cross-functional teams, including marketing, developers, and clients, to deliver successful projects.
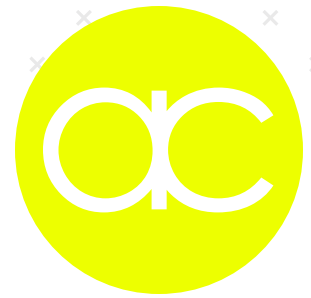
SKILLS

Software
Adobe Suite • Photoshop • Illustrator • InDesign • xD • Premiere Pro • Figma • Wordpress • Webflow • Sketch • InVision • SketchUp • Trello • Jira • Asana

Professional
Branding • Layout Design • Web Design • UI/UX • Editorial • Packaging

EXPERIENCE

FICens. Festival Internacional de Cine en Ensenada
February 2024 - Present
Graphic Designer

The Festival Internacional de Cine en Ensenada, FICens, is a local film festival that showcases talent from Mexico and worldwide, honoring emerging filmmakers with awards for their projects.

- Crafted FICens' visual identity, including logo, and social media assets for cohesive brand recognition.
- Designed printed materials such as t-shirts, banners, diplomas, and venue decor for professional event presentation.
- Developed branding for *Detrás del Set* podcast, including branding, and social media assets for consistent podcast identity.

For this project, I used Adobe Creative Suite:

- **Photoshop**
- **Illustrator**
- **InDesign**
- **Canva** (in addition to Adobe tools) for quick social media graphics and collaborative design work.

Freelance
October 2021 - Present
Graphic Designer

My work includes branding, digital graphics, print layouts, and social media content. I collaborate closely with clients to transform ideas into polished designs, ensuring impact across all deliverables.

- Developed, with the agency Taller Ciruela, comprehensive branding for local events, wineries, and customized functional and aesthetic websites.
- Built social media campaigns for Bonsa.i, a real estate agency, including imagery and video editing.
- Designed and produced marketing assets, both digital and print, for a Florida-based client with a diverse customer base.

Technology used:

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, XD, Premiere Pro
- **Figma**
- **Wordpress**
- **Wix**
- **Webflow**
- **Canva**
- **Trello**
- **Jira**
- **Asana**
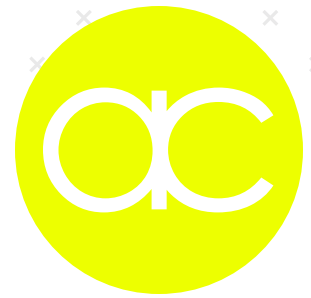
EDUCATION

BA Graphic Design
CETYS Universidad
February 2007 - July 2011
Ensenada, Baja California. MX

CERTIFICATION

Fundamentals of Programming
Udemy | August 2022.
Credential ID
UC-ae0fdef7-6a34-4d3c-bed8-2
7389c1fa7c6

LANGUAGES

| Spanish | Native | ●●●● |
| English | Advanced | ●●● |

Research Solutions Inc.
August 2019 - September 2021
Graphic Designer

A technology firm providing a digital library platform with access to an extensive catalog of peer-reviewed research documents for academic and professional use.

- Editorial Design: Created visually engaging whitepapers and case studies to simplify complex research for diverse audiences.
- Brand & Marketing Materials: Produced social media graphics, printed sales collaterals (brochures, flyers), and email templates to drive user engagement and sales.
- UI Support: Designed software interface layouts to enhance user experience and platform accessibility.

Technology used:
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign
- **Wordpress**
- **Hubspot**
- **Asana**

Advancio
September 2017 - July 2019
Jr. Brand Manager

Technology company specializing in custom software development, creating scalable systems and digital solutions for businesses.

- Managed design assets, including layout production, and social media content creation.
- Developed proficiency in template editing for WordPress and page builders.
- Gained experience in HTML and CSS, focusing on newsletters and landing page templates.

Technology used:
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign
- **Wordpress**
- **Salesforce** – Email layouts
- **Jira**
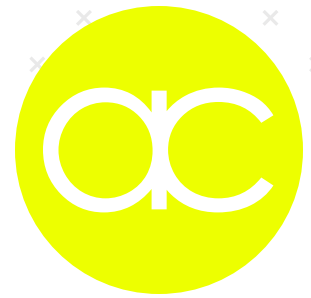
PASSIONS ▬

Art & Design
Finding inspiration in the world around me and translating it into unique and compelling design solutions.

Continuous Learning
Believe in lifelong learning and always up-to-date with the latest design trends and techniques.

Minimalist Design Advocate
Passionate about clean, minimalist design that communicates effectively without unnecessary elements.

Bauhaus Design Enthusiast
Passionate about the principles of Bauhaus design, focusing on functionality, simplicity, and the integration of art and technology.

"Function and aesthetics should be present."

— Albert Rutledge, 3rd statement of the Eight Principles of Design

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Taller Ciruela
Abril 2016 - July 2017
Sr. Graphic Designer

This multidisciplinary agency acts as a creative consultancy, providing strategic solutions to ensure each project aligns with the client's goals. Their holistic approach bridges aesthetics and functionality with client's vision.

- Collaborated on and executed visual projects in branding and advertising.
- Developed layout mockups for web design using WordPress.
- Contributed to the museography design for an environmental institute, helping to develop ideas for interactive exhibitions.

Technology used:

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom
- **Wordpress**
- **Trello**

Coral & Marina
September 2013 - March 2016
Junior Graphic Designer

An upscale waterfront destination, in Ensenada, Baja California, featuring premium amenities including multiple bars, an award-winning spa, gourmet restaurants, and a private marina with yacht docks.

- Assisted in the creation and implementation of branding materials across print and digital media.
- Produced content for Mexican magazines, multimedia platforms, large format printing, and social media materials
- I documented high-profile concerts and events featuring renowned artists through professional photography and videography, for promotional campaigns, and social media.

Technology used:

- **Adobe Creative Suite:** Photoshop, Illustrator, Lightroom, Flash, Premiere Pro
- **Mailchimp**
- **Hootsuite**
- **DSLR/mirrorless cameras**