

Esmeralda Garibay

Visual & UX Designer

WORK EXPERIENCE

Freelance * September 2017 — present

- Created the visual identity and packaging for the alcoholic beverage Mezcal Solitito conveying the culture of Oaxaca through original illustrations, which has been government-approved & is aiming for the international market.
- Designed brand languages and guidelines for clients from different industries by understanding their needs & objectives: HighCode (fashion event), TRIBU Experiencias (event planning agency), Coutiño Asesores Financieros (consulting services), Tamayo (motorsport artist) & Ahal Motion (fitness center).

Visual Designer * December 2021 — May 2022

Paradise Village Real Estate

- Created & adapted monthly print advertisements for the top 3 publications in the area. Supervised the social media strategies proposed by an outsourced agency to ensure our vision & requirements.
- Managed the available properties on their website in Wordpress & other online real estate platforms. Implemented the use of Hubspot's CRM to properly manage the 300+ leads coming from their digital channels.

Web Director/ General Director * October 2019 — May 2021

Pix by Pix Advertising Agency

- Built adaptable websites using Adobe XD, Wix, Shopify & Wordpress from research to launch, creating functional and visually pleasing user interfaces.
- Redefined and implemented processes to help manage the incoming projects. Built strong relationships between clients and the team through digital channels.
- Oversaw the execution of 20+ projects from branding, social media, web design, print, video & photo. The main one was leading the team to the agency's visual identity rebranding to match the new vision & experience.

Visual Designer/ Community Manager * August 2017 — September 2019

Pix by Pix Advertising Agency

- Created over 15 coherent visual languages with the appropriate look & feel to represent each brand's personality established at the beginning of the design process.
- Developed creative and engaging content in 10+ social media accounts (mainly on Facebook and Instagram). Analyzed statistics from the social media platforms to propose advertising campaigns & strategies to the client.

EDUCATION

User Experience Design Google Professional Certificate * Present

Online course covering the entire design thinking process, UX research, wireframing, prototyping, usability testing, etc., for both app and web design.

Universidad de las Américas Puebla * 2015 — 2019

Bachelor in Visual Information Design

SHORT BIO

4+ years of experience in different design areas, mainly branding and web design. Worked at an advertising agency, in-house & as freelance designing both print and digital products. I have created and supervised entire visual languages for over 30 brands & produced 20+ customized websites. I am constantly looking for new things to learn. I enjoy meeting new people & love artistic photography, rebranding, typography and natural wonders.

SKILLS

Meticulous, curious, organized, collaborative, empathetic, determined.

SOFTWARE

Illustrator — Expert
Adobe XD — Expert
Figma — Intermediate
Microsoft Office — Advanced
Wix — Expert
Shopify — Intermediate
Photoshop — Advanced
After Effects — Advanced
Premiere — Intermediate
InDesign — Advanced

LANGUAGES

Spanish — Native
English — Advanced
French — Intermediate
Italian — Basic

