

# curriculum vitae

LDG / BA (GRAPHIC DESIGN) FERNANDA MACÍAS



## PERSONAL INFORMATION

June 28th, 1990  
Aguascalientes, Ags.  
Single / Mexican



## ACADEMIC INFORMATION

Bachelor Degree in Graphic Design  
Universidad Autónoma de  
Aguascalientes, México  
2008 - 2012



## ABILITIES

Teamwork  
Responsible  
Energetic  
Creative  
Always learning



## TECHNICAL ABILITIES

OS



Software



Apps & Tools



Web Platforms



HTML / CSS

FIGMA

2022 Certifications



## PROFESSIONAL EXPERIENCE

### **MR IMPORT STORE / 2013-2014**

Editorial design, photography, corporate image for the company and events, digital presentations, logo and web design and lighting projects.

### **ABP COMUNICACIÓN / 2014-2015**

Editorial design, corporate image for the company and events, digital presentations, logo and web design, social media management and video editing.

### **RELIEF WEB & DESIGN / 2015-2020**

Design co-chief, project management, editorial design, corporate image for the company and events, digital presentations, logo design, digital and printed advertising campaigns, content planning and design for social media, mailing campaigns, Google Ads campaigns for different clients, web design on Joomla and Wordpress platforms.

### **FREELANCE / 2020 - TODAY**

Editorial design, logo design, content planning and design for social media, email marketing, Google Ads campaigns, reports of ads using google tools, web and beggin in the UX design. Work with companies, clients and digital agencies with international experience in countries like USA and Brazil.



## LANGUAGES

Native Spanish  
English 80% - B1