

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

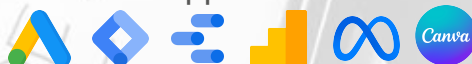
OS



Software



Apps & Tools



Web Platforms



HTML / CSS

FIGMA

Certifications

Google Skillshop

Search & Display



CODER HOUSE

Web Development

Actually studying: DATA ANALYTICS - COURSERA



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 and branding internal and for 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 start in the UX design. Work with companies, clients and digital agencies with international experience in countries like USA and Brazil.

Imago Comunica: 2021 - 2022

Axis Metrica: 2023 - 2024



LANGUAGES

Native Spanish
English 80% - B1