

portfolio



Fernanda Macias
BA GRAPHIC DESIGN

curriculum vitae



PERSONAL INFORMATION

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



ACADEMIC INFORMATION

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



ABILITIES

Teamwork
Responsible
Energetic
Creative
Work under pressure



WORK 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, Google Ads campaigns, reports of ads using google tools, web design on Wordpress platform.



TECNICAL ABILITIES

OS



Software



Apps & Tools



Web Plataforms



HTML / CSS

2022 Certifications



LANGUAGES

Spanish
English (80%)



Web Design

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



Montreal, Canada

SPORTS PASSION MONTREAL
sportspassionmontreal.com

► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media



web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

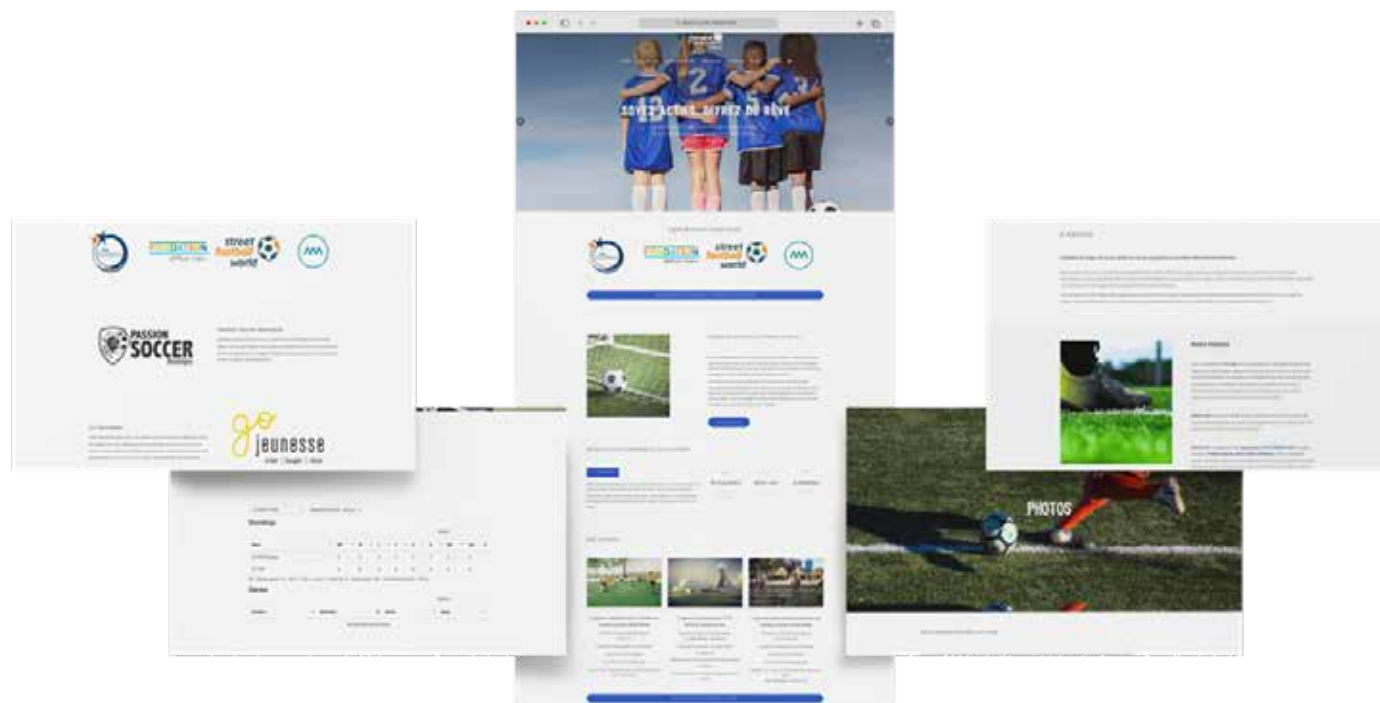
presentations

editorial design

google ads

social media

SPORTS PASSION MONTREAL



LIVE VIEW sportspassionmontreal.com

web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

Miami, Florida, USA / Santo Domingo, Dominican Republic

HEY SHUGA
heyshuga.com



web design



► web design

graphic design
/ advertising

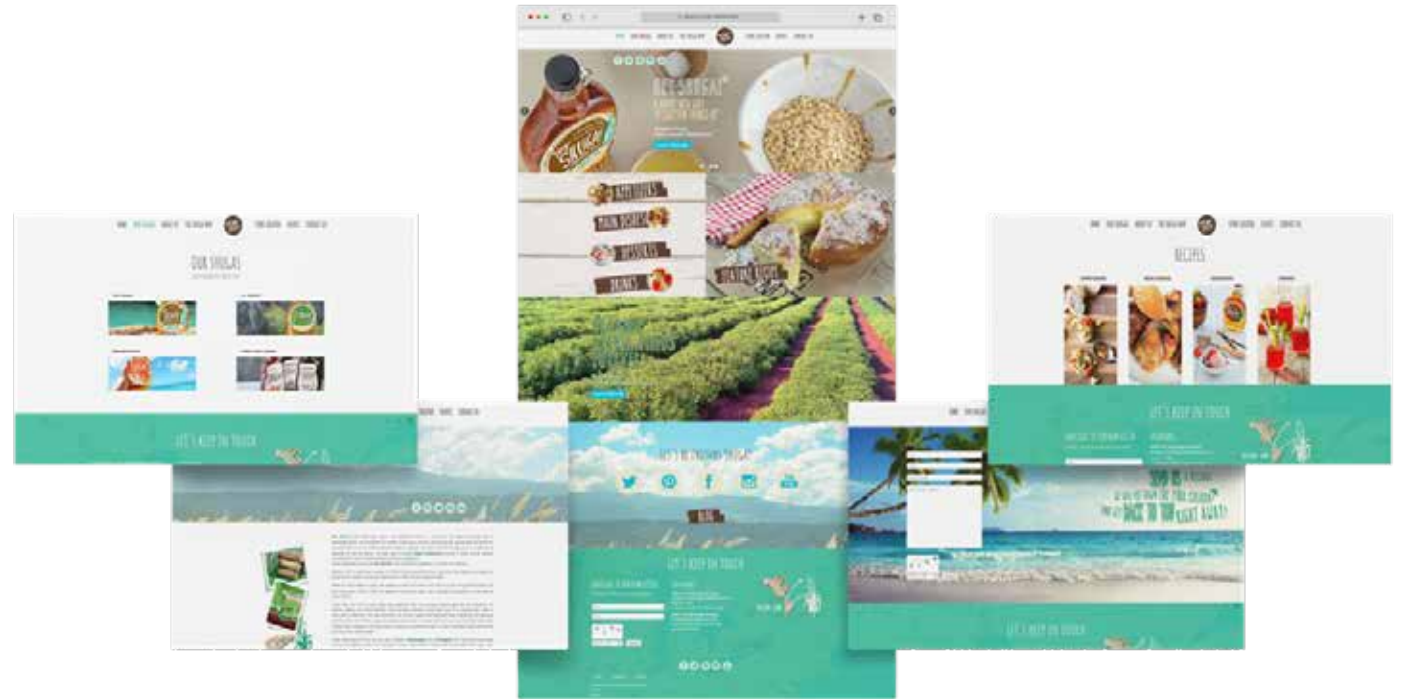
branding

presentations

editorial design

google ads

social media



 LIVE VIEW heyshuga.com

web design

FERNANDA MACIAS
portfolio



Montreal, Canada

► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

PAISAC
paisac.org



web design



► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media



LIVE VIEW paisac.org

web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

Miami, Florida, USA / Santo Domingo, Dominican Republic

CARIBBEAN SPECIALTY INGREDIENTS
caribbeanspecialtyingredients.com



web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

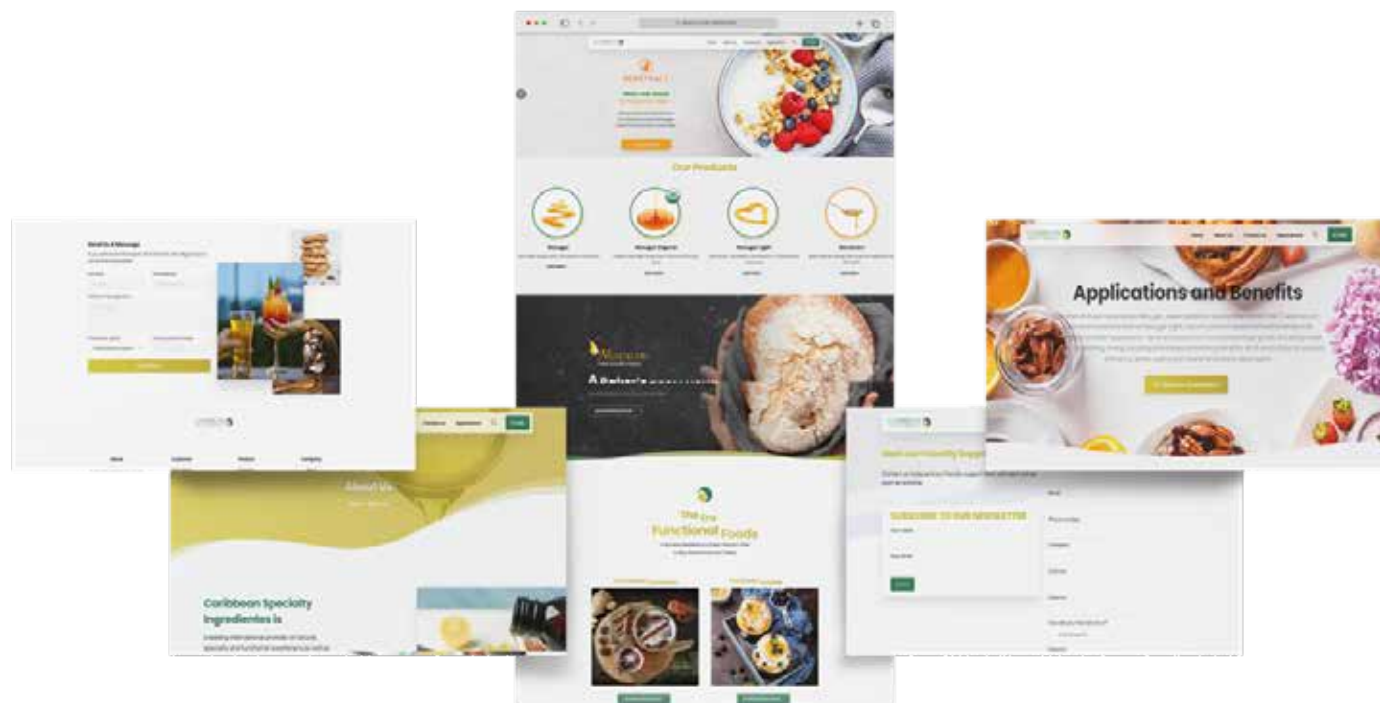
presentations

editorial design

google ads

social media

CARIBBEAN SPECIALTY INGREDIENTS



LIVE VIEW caribbeanspecialtyingredients.com

web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media



 LIVE VIEW casasenventaaguascalientes.com



 LIVE VIEW dermatologaenaguascalientes.com

web design

FERNANDA MACIAS
portfolio



► web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

social media



 LIVE VIEW cleanvy.com.mx



 LIVE VIEW volmex.com.mx

web design

A top-down view of a desk with a laptop, drawing tools, and a sketch of a face. The laptop screen shows a detailed pencil sketch of a woman's face with long, wavy hair. To the left of the laptop is a wooden pencil case containing several pencils and pens, a glass of water, and a small container of yellow paint. Below the laptop is a color calibration chart and a black ruler. To the right of the laptop is a white bag with the text 'TOOT KITT' visible. The overall scene is dimly lit, with the text overlaid in the center.

Graphic Design / Advertising

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

▶ graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

Miami, Florida, USA / Santo Domingo, Dominican Republic

SHUGA LIGHT CRYSTALS

Packing



gd / advertising

FERNANDA MACIAS
portfolio



web design

▶ graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

Leon, Guanajuato, Mexico

NEEMBI

Labels for cosmetic line



gd / advertising

FERNANDA MACIAS
portfolio



web design

▶ graphic design
/ advertising

branding

presentations

editorial design

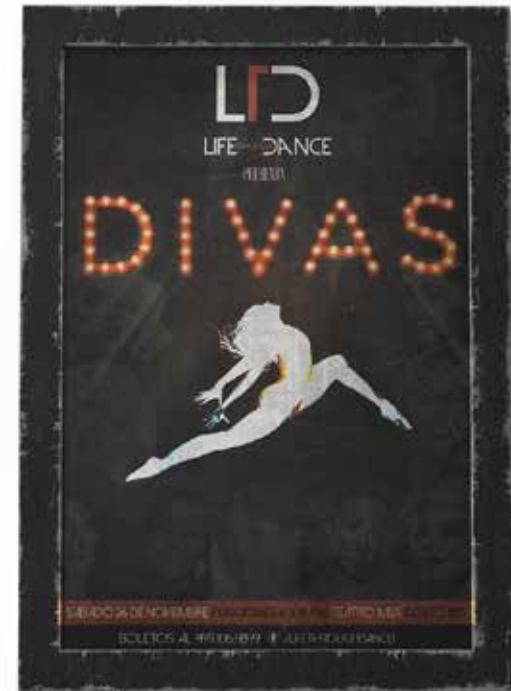
google ads

social media

COCKTAIL FACTORY
Poster & business card

LTD
Event image

Guadalajara, Jalisco, Mexico



Aguascalientes, Aguascalientes, Mexico

gd / advertising

FERNANDA MACIAS
portfolio



web design

▶ graphic design
/ advertising

branding

presentations

editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico



gd / advertising

FERNANDA MACIAS
portfolio



web design

▶ graphic design
/ advertising

branding

presentations

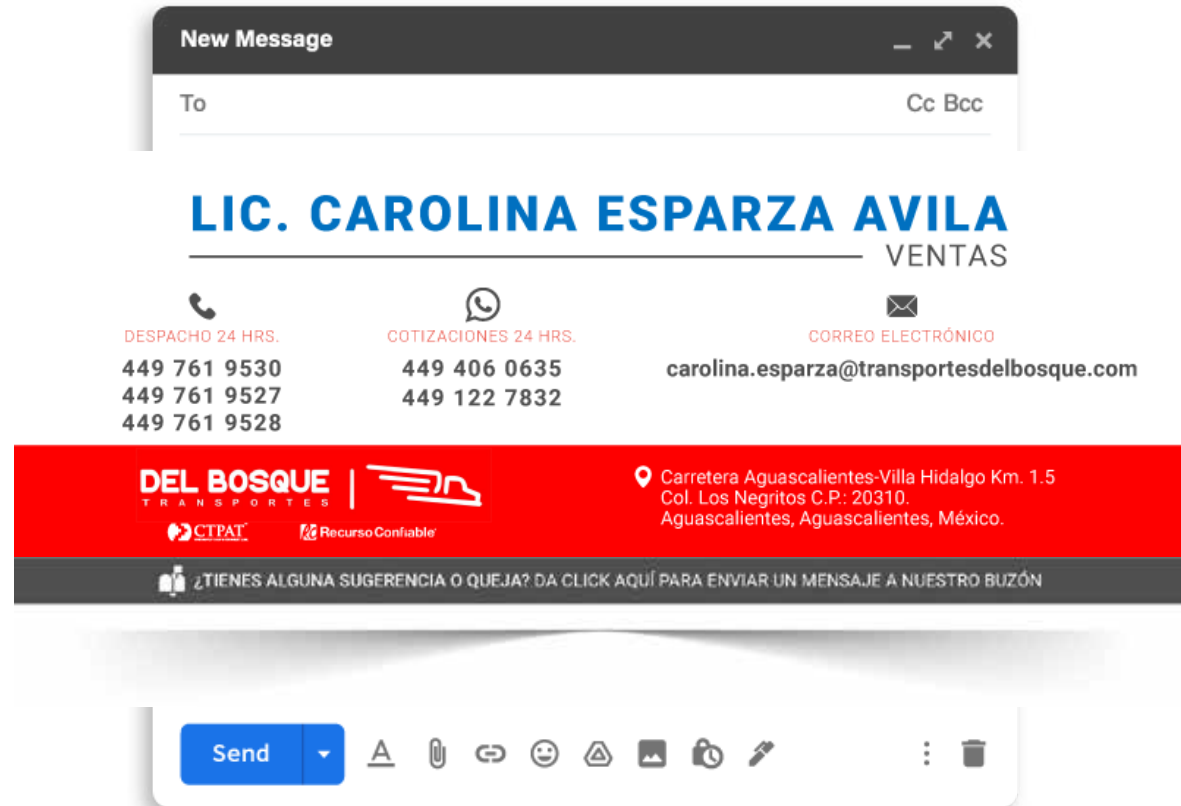
editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico

TRANSPORTES DEL BOSQUE
Email signatures



gd / advertising

A dark, moody photograph of a person's hand pointing at a document. The document is covered with various small, colorful icons and symbols, including a gear, a circle with a number, and a square with a letter. The overall scene is dimly lit, with the hand and the document being the primary focus.

Branding

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

► branding

presentations

editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico

DRA. SOFÍA MARÍN



branding

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

► branding

presentations

editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico



ORICAY

branding

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

► branding

presentations

editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico



branding



Presentations

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

▶ presentations

editorial design

google ads

social media



NUTRICIÓN EN COLORES



HR WISE



MAHEMA



UMANY

presentations

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

▶ presentations

editorial design

google ads

social media



LESCEN



HR WELLNESS



NUTRICIÓN EN COLORES



UMANY

presentations



Editorial Design

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

▶ editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico

NUTRICION EN COLORES
Recipe book



Design, image edition, print files · 1000 copies printed

editorial design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

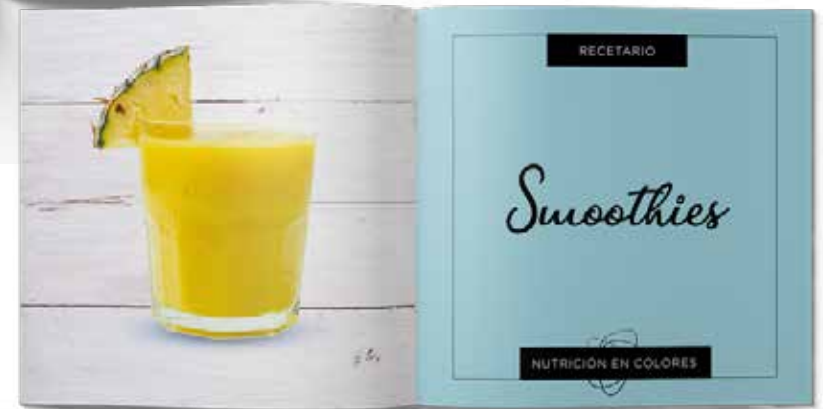
branding

presentations

▶ editorial design

google ads

social media



editorial design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

▶ editorial design

google ads

social media

Bilbao, España

IDOM
Recipe book



Design, print files · Portuguese, english, spanish editions

editorial design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

▶ editorial design

google ads

social media



editorial design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

▶ editorial design

google ads

social media

Aguascalientes, Aguascalientes, Mexico

KALINDA

Interior design catalogue



editorial design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

▶ editorial design

google ads

social media



**NUTRICIÓN
EN COLORES**



**OMEGA
CONSTRUCCIONES**



JAG



FLOBAR

editorial design



Google Ads

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

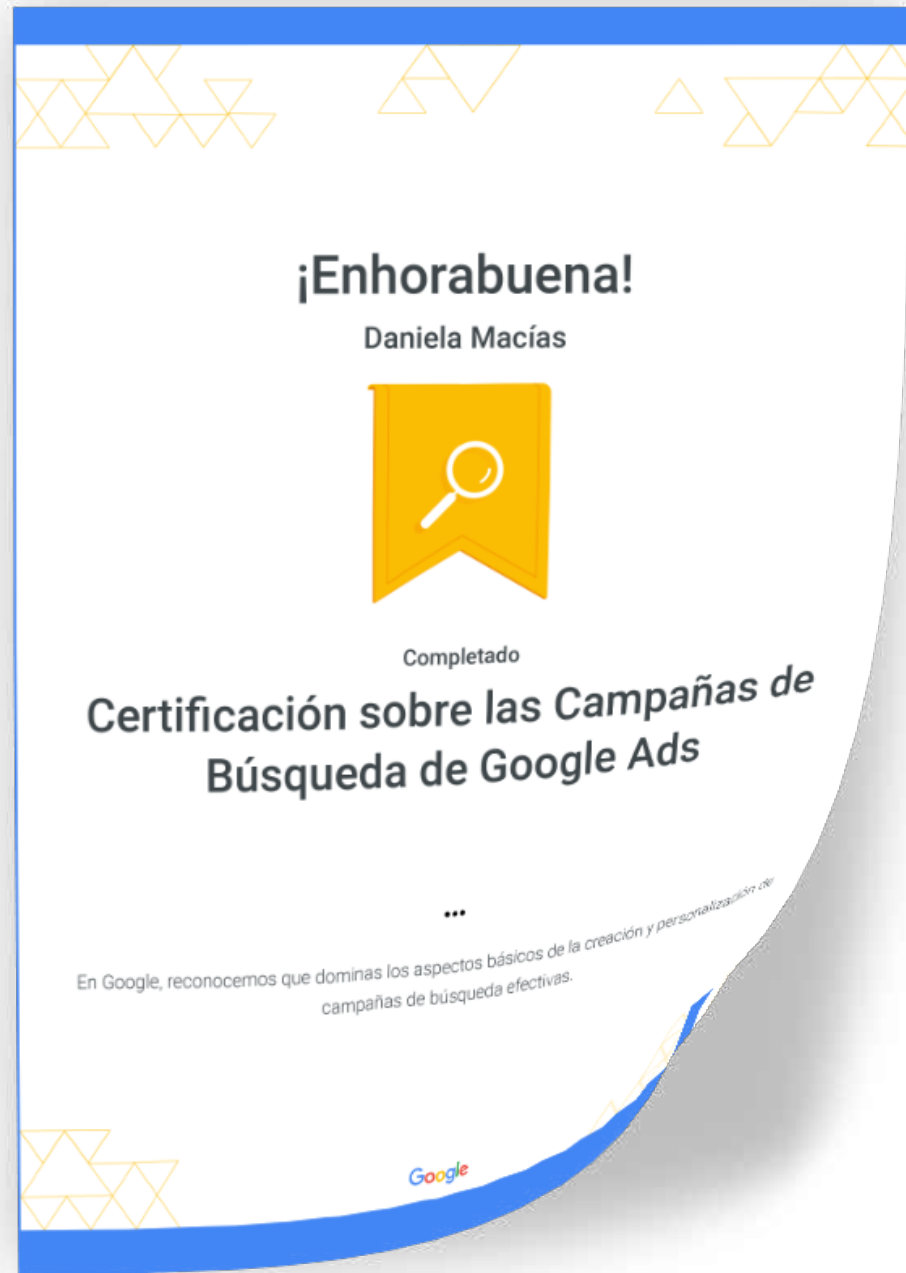
branding

presentations

editorial design

▶ google ads

social media



google ads

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

editorial design

▶ google ads

social media



google ads



Social Media

Fernanda Macias - BA Graphic Design

FERNANDA MACIAS
portfolio



web design

graphic design
/ advertising

branding

presentations

editorial design

google ads

▶ social media



**MEZCAL
SOMOS PECADORES**



DERMANORTE



DERMACLINIK



DERMALUC

social media



cell phone: +52 449 209 7796
email: dani.macrom@gmail.com

Last Update: May, 2023.