

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
Always learning



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 using mainly Elementor.

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



TECHNICAL ABILITIES



Web Platforms



Certifications



Actually studing:
DATA ANALYTICS - COURSERA



LANGUAGES

Native Spanish
English 80% - B1



Web Design

FERNANDA MACIAS B.A. (GRAPHIC DESIGN)

FERNANDA MACIAS
portfolio



► web design

► graphic design
/ advertising

► branding

► presentations

► editorial design

► google ads

► social media

Montreal, Canada

SPORTS PASSION MONTREAL
<http://sportspassionmontreal.com>



web design

FERNANDA MACIAS
portfolio



► web design

► graphic design
/ advertising

► branding

► presentations

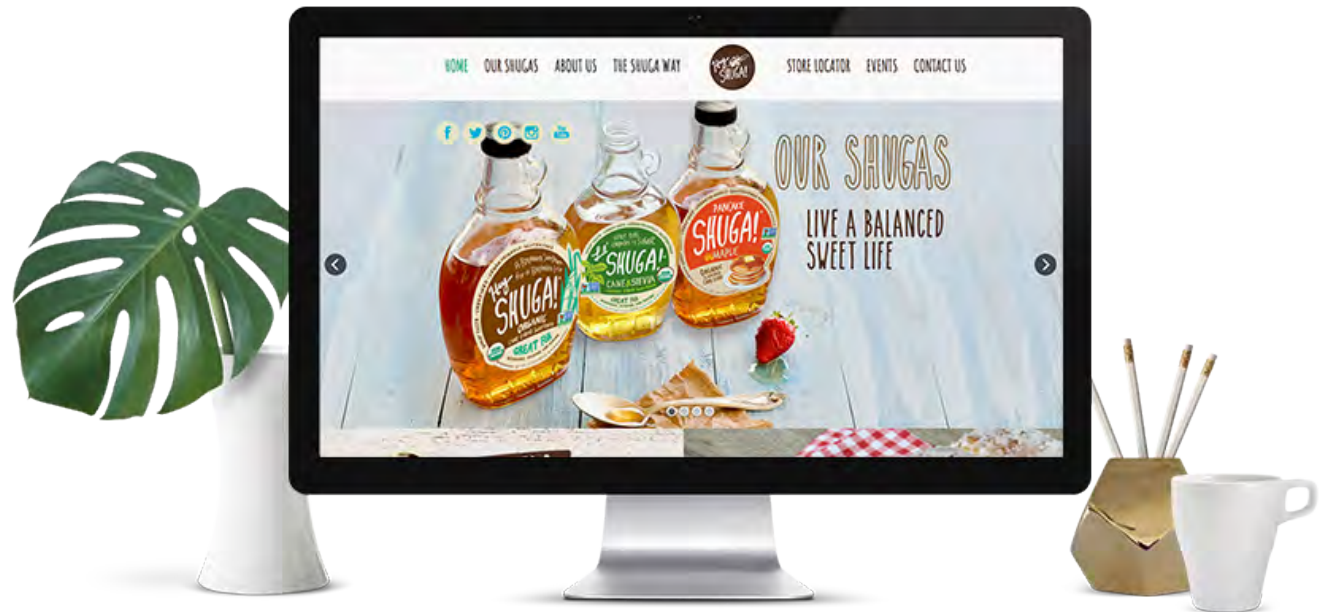
► editorial design

► google ads

► social media

Miami, Florida, USA / Santo Domingo, Dominican Republic

HEY SHUGA
<http://heyshuga.com>



web design

FERNANDA MACIAS
portfolio



► web design

► graphic design
/ advertising

► branding

► presentations

► editorial design

► google ads

► social media

Montreal, Canada

PAISAC
<http://paisac.org>



web design

FERNANDA MACIAS
portfolio



► web design

► graphic design
/ advertising

► branding

► presentations

► editorial design

► google ads

► social media

Miami, Florida, USA

MCCARTHY FINANCIAL GROUP
<http://mccarthyfinancialgroup.org>



web design

FERNANDA MACIAS
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► web design

► graphic design
/ advertising

► branding

► presentations

► editorial design

► google ads

► social media

Miami, Florida, USA / Santo Domingo, Dominican Republic

CARIBBEAN SPECIALTY INGREDIENTS
<http://caribbeanspecialtyingredients.com>



web design

FERNANDA MACIAS
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► web design

► graphic design
/ advertising

► branding

► presentations

► editorial design

► google ads

► social media



ALEXANDER INMOBILIARIA
casasenventaaguascalientes.com



DRA. SOFÍA MARÍN
dermatologaenaguascalientes.com



THE CREATIVE STUDIO HTX
thecreativestudiohtx.com



CLEANVY CORPORATION
cleanvy.com.mx



VOLMEX
volmex.com.mx



PROMODISEÑO
promodiseño.com

A top-down view of a creative workspace. A silver laptop is open, displaying a dark, abstract sketch on its screen. To the left of the laptop is a wooden case containing drawing tools, a glass of water, and a small container of paint. Below the laptop is a sketchbook with a color calibration chart and two black stencils. To the right of the laptop is a USB drive and a small black bag. The background is a light-colored wooden surface.

Graphic Design Advertising

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Miami, Florida, USA / Santo Domingo, Dominican Republic

SHUGA LIGHT CRYSTALS
Graphic design for packing



gd / advertising

FERNANDA MACIAS
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- ▶ web design
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/ advertising
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- ▶ social media

Leon, Guanajuato, Mexico

NEEMBI
Labels for cosmetic line



gd / advertising

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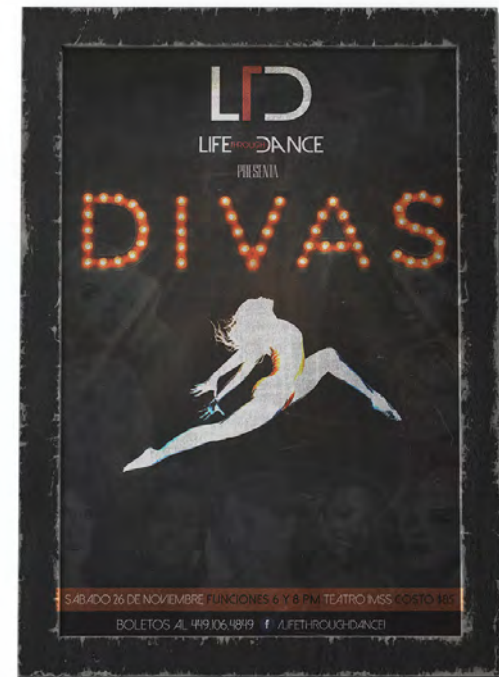
COCKTAIL FACTORY
Poster & business card

LTD
Event image

Guadalajara, Jalisco, Mexico



Aguascalientes, Aguascalientes, Mexico



gd / advertising

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Aguascalientes, Aguascalientes, Mexico



BRUNCHI

Menu & corporate image

FIT EXPRESS
Menu & corporate image



Aguascalientes, Aguascalientes, Mexico

gd / advertising

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Aguascalientes, Aguascalientes, Mexico

GRUPO CREO
Corporate Image



gd / advertising



Branding

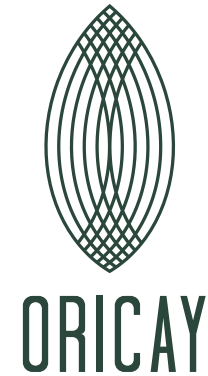
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Aguascalientes, Aguascalientes, Mexico



corporate image

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Aguascalientes, Aguascalientes, Mexico

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corporate image



Presentations

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NUTRICION EN COLORES
Executive Presentation



HR WISE
Executive Presentation



NUTRICION EN COLORES
Yo + Healthy



UMANY
Executive Presentation

presentations

FERNANDA MACIAS
portfolio



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NUTRICION EN COLORES
Conoce tu cuerpo



HR WISE
Bienestar psicoemocional



NUTRICION EN COLORES
Alimentación consciente



MAHEMA
Executive Presentation

presentations



Editorial Design

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Aguascalientes, Aguascalientes, México

NUTRICIÓN EN COLORES
Recetario



editorial design

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Aguascalientes, Aguascalientes, México



OMEGA CONSTRUCCIONES
CV Empresarial



JAG
CV Empresarial



INAM SOLAR
CV Empresarial



FLOBAR
CV Empresarial

editorial design

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Aguascalientes, Aguascalientes, México

KALINDA

Catálogo de Diseño de Interiores



editorial design

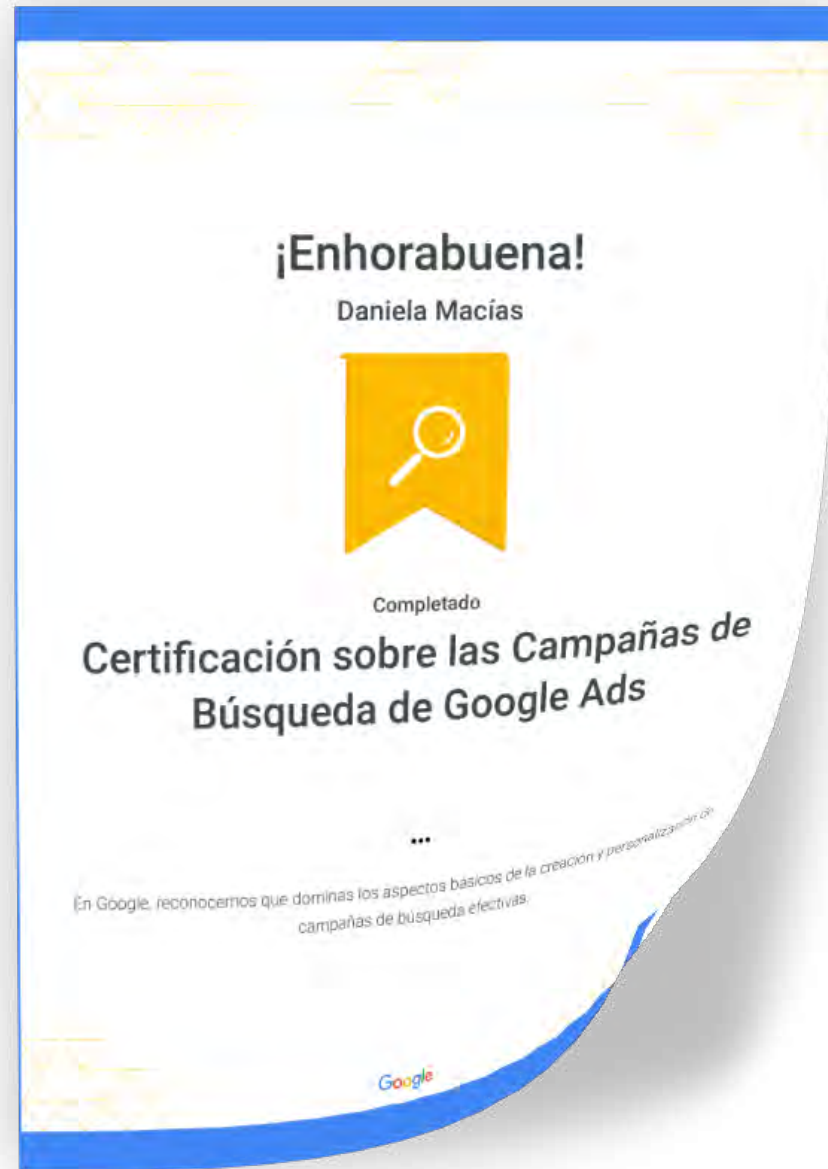
Google Ads

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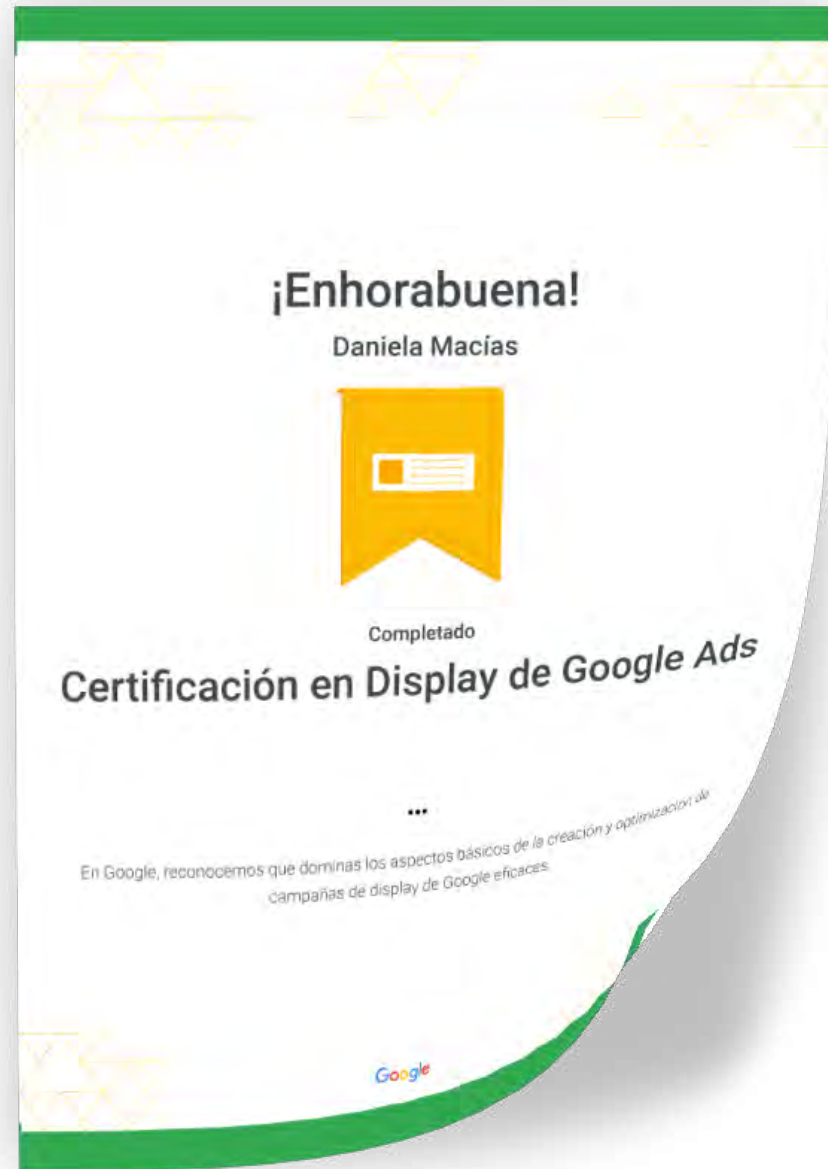


google ads

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google ads



Social Media

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- ▶ social media



social media

A light gray background collage featuring various office supplies: a smartphone in the top left, several paper clips at the top, a pen resting on a notepad in the center, and a laptop keyboard in the bottom right. The notepad has three visible notes with the words 'CREATE', 'Manage', and 'INSPIRE' written on them.

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E-MAIL: dani.macrom@gmail.com

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