GRAPHIC DESIGN BRANDING

UX/ UI

DISEÑO GRÁFICO · WEB · DIGITAL MKT · BRANDING

PROFILE

I specialized in the editorial field at the beginning of my career. I have had empirical and academic training in the design and development of digital products. Currently I continue to develop my skills in UI/UX and digital marketing.

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BOOK

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Gabriela Colín

UX/UI DESIGNER, EDITORIAL DESIGN AND MARKETING DIGITAL

I started professionally in the editorial field at recognized companies such as Editorial Televisa and Reader's Digest. In 2010, I ventured into webdesign at Símbolo Multimedia.

In July 2018 I worked in the real estate sector through Reis, where I carried out branding projects, websites, advertising and promotional materials; I also coordinated the implementation of Adwords and social campaigns.

In 2020 I worked for the ABCW Group agencies as Sr. Web Designer, where I designed various digital products and branding for companies and institutions.

In 2021 I designed content for digital social networks at the company MMK Grupo in Bbmundo as a Digital Designer.

WORK EXPERIENCE

1997 | ROTODISEÑO Y COLOR, Junior Graphic Designer

· Collaborated in the design of the books Cuenta conmigo 1 and 2. EDITORIAL TRILLAS.

1998 - 1999 | LIBERACIÓN NEWSPAPER, Graphic Co-editor

· Responsible for design and illustration of the newspaper sports section.

Agu - Oct 1999 | SERVICIOS EDITORIALES TELEVISA

· Art Coordinator at COCINA FÁCIL magazine.

May 2001 - Apr 2005 | SERVICIOS EDITORIALES TELEVISA

· Graphic Designer at NATIONAL GEOGRAPHIC magazine.

Jul 2005 - Apr 2006 | READER'S DIGEST MÉXICO, Graphic Designer

· Collaboration at Art and Design Department at SELECCIONES magazine.
· Graphic Designer at Books Department, where I made the formatting of editions in spanish, of several Reader's & Digest books.

May 2010 - Jun 2018 | SÍMBOLO MULTIMEDIA, Graphic and UI Designer
· Website design with HTML and Content Managers Systems (CMS) as Joomla, WordPress, Presta Shop, OpenCart, Dada Mail, VirtueMart, Moodle, LiveHelperChat, and others.

· I specialized in maintenance services of CMS and management of web servers.

· I collaborated in the creation and design of training courses for community managers and digital marketing.

· Technical support, UI design, installation and integration of functionalities in more than 30 Web projects.

Jul 2018 - Jan 2020 | REIS RENDIMIENTO INMOBILIARIO, Digital Designer

· Design of real estate brochures, books, flyers, corporate presentations, social media content, billboards, and other promotional items.

· Design of websites and landing pages for the real estate market.

· Writing and updating web content.

· Identity and branding design for real estate developments and companies

Jun 2020 - Oct 2021 | GRUPO ABCW, SR WEB DESIGNER

· Design of digital products: web, landing pages and apps.

· Naming, logo design and branding.

· Design of identity manuals.

Oct 2021 - Aug 2022 | MMK GROUP, BBMUNDO, DIGITAL DESIGNER

· Design of social media content.

· Design of logos and branding for publications and events

· Design of identity manual.

· Design of landing pages and web design.

Mar 2023 - To date | DELOITTE, WEBMASTER

· Design of social media content.

· Design of html emailing.

· Infographic design.

· Editorial design, brochures.

· Web content design Adobe AEM.

EDUCATION

1993 - 1997 | Bachelor Degree in Graphic Design, Universidad Anáhuac.

SOFTWARE

Photoshop, Illustrator, InDesing, Dreamweaver, Acrobat Professional, Adobe XD, Microsoft Office. Installation and administration of CMS such as: Joomla, WordPress, PrestaShop, OpenCart, Magento, Moodle, Dada Mail y VirtueMart. Otros: CPanel, PHPMyAdmin, SQL Databases, Filezilla

SKILLS

· Installation and management of CMS.

· Updating and technical support for CMS and servers.

· Analysis, support and configuration of Google apps.

CERTIFICATIONS

2017 – 2018 | Course of Digital Marketing certified by IAB Spain.

2020 – 2021 | Google Ads search campaigns certification - Google, ID 47014322.

2020 – 2021 | Google Ads display certification - Google, ID 46992986.

2020 – 2021 | Google Ads Shopping certification - Google, ID 49447051.

2020 – 2021 | Google Ads Video certification - Google, ID 49454360.

2022 | Basics of user experience design | Google | ID DLF3KB5N3CMV | https://www.coursera.org/account/accomplishments/certificate/DLF3KB5N3CMV

2022 | First steps in the UX design process: Empathize, define and ideate | Google | ID XX95FX86RUAK | https://www.coursera.org/account/accomplishments/certificate/XX95FX86RUAK

2023 | Create page wireframes and low-fidelity prototypes | Google | ID G7QF5LSUGJ8V | https://www.coursera.org/account/accomplishments/certificate/G7QF5LSUGJ8V

2023 | Conduct UX research | Google | ID M4TAZCPAQ8WT | https://www.coursera.org/account/accomplishments/certificate/M4TAZCPAQ8WT

2023 | Design a user experience for a public interest initiative and prepare for the job | Google | ID VHY9J5SQRDU8 | https://www.coursera.org/account/accomplishments/certificate/VHY9J5SQRDU8

2023 | Create dynamic user interfaces (UI) for websites | Google | ID 9NU5PM9H4AUP | https://www.coursera.org/account/accomplishments/certificate/9NU5PM9H4AUP

2023 | Create high-fidelity designs and prototypes in Figma | Google | ID G7QF5LSUGJ8V | https://www.coursera.org/account/accomplishments/certificate/EBGKNG9CSB9V

2024 | Google User Experience (UX) Design | Google Specialization Certificate | ID Q3B2DBTA7VKB | https://coursera.org/verify/professional-cert/Q3B2DBTA7VKB