



Araceli Avendaño Avendaño

ABOUT ME

Multimedia Graphic Designer with more than 10 years of experience in the area of digital and print media. Strong expertise in branding and social media. Professional with initiative, disciplined, teamwork, responsible, self-taught and with personal and professional goals, I love sports and I'm always looking for challenges that impact my life.

Contact

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Araceli Avendaño Avendaño

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Address

Villa Court Claire E Engel Str St Julians 128

Education

Degree in Multimedia

Graphic Design

(2008-2011) Universidad Contemporánea, Querétaro, Qro. (UCO)

Master's Degree in Interactive Multimedia (2014-2016)

Universidad Simón Bolívar, Ciudad de México.

Celtra Certification

Study English at

International House Malta

Expertise

- Branding
- Photoshop
- Illustrator
- InDesing
- After Effect, Cinema 4D
- Celtra

Language

Spanish

English C1

Work Experience

Digital Designer

More Global Agency - Adidas NAM [21/04/2021 - Currently]

Country: Mexico

- Digital Designer in the ECOM North America (NAM) Adidas
- Management of the digital platform Celtra to design and adapt digital campaigns in social networks and website.

Image Coordinator

Cooperativa La Cruz Azul., S.C.L. [16/03/2012 - 21/04/2021]

Country: Mexico

- Institutional Image Management at Corporate level
- Development web platforms for staff training
- Create strategies for social media
- Design and updating of the image of cement packages
- Design of the guidelines for internal and external campaigns

Input /Graphic Designer

Apex Tool Group [22/11/2011 - 30/01/2012]

Country: Mexico

- Design of manuals for different brands
- Editorial design for product catalogs
- Internal advertising
- Development of displays

Graphic Design Coordinator

Youth Secretariat [2009 - 2010]

Country: Mexico

- Create and design the image for internal and external campaigns
- Development and management of publicity strategies
- Being part of the work team that converted the Youth Institute into the Youth Secretariat

Reference

Carolina Valencia

Social Communication and Journalist

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Vanessa Carranza

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