

Rocío VELÁZQUEZ

Marketing Web & Graphic Designer. Overall marketing strategy & coordination — developed schedules, assigned tasks and progress tracking. Experience working as a member of a multidisciplinary team transforming creative ideas into graphics, also as an independent designer. Specialty in color, typography, and layout for the digital world. My work is of quality and I am very detail oriented. I am passionate about new projects, business oriented, open to teach and to learn, looking forward to work with the best.

MY EXPERIENCE

Independent Design Professional
 Ten years of experience
 January 2008 - Present
 Working for local clients, consolidating a strong and profitable independent business. Particularly small and medium-sized enterprises, as well as startups.
 rociovelazquez.com

Nobabel Sí Comunicación
 Web Director & Graphic Designer
 August 2015 - June 2017
 As the leader of the web design area, my job was to develop the entire web projects: since the first approach with the client until the final online publication of the site
 nobabel.mx

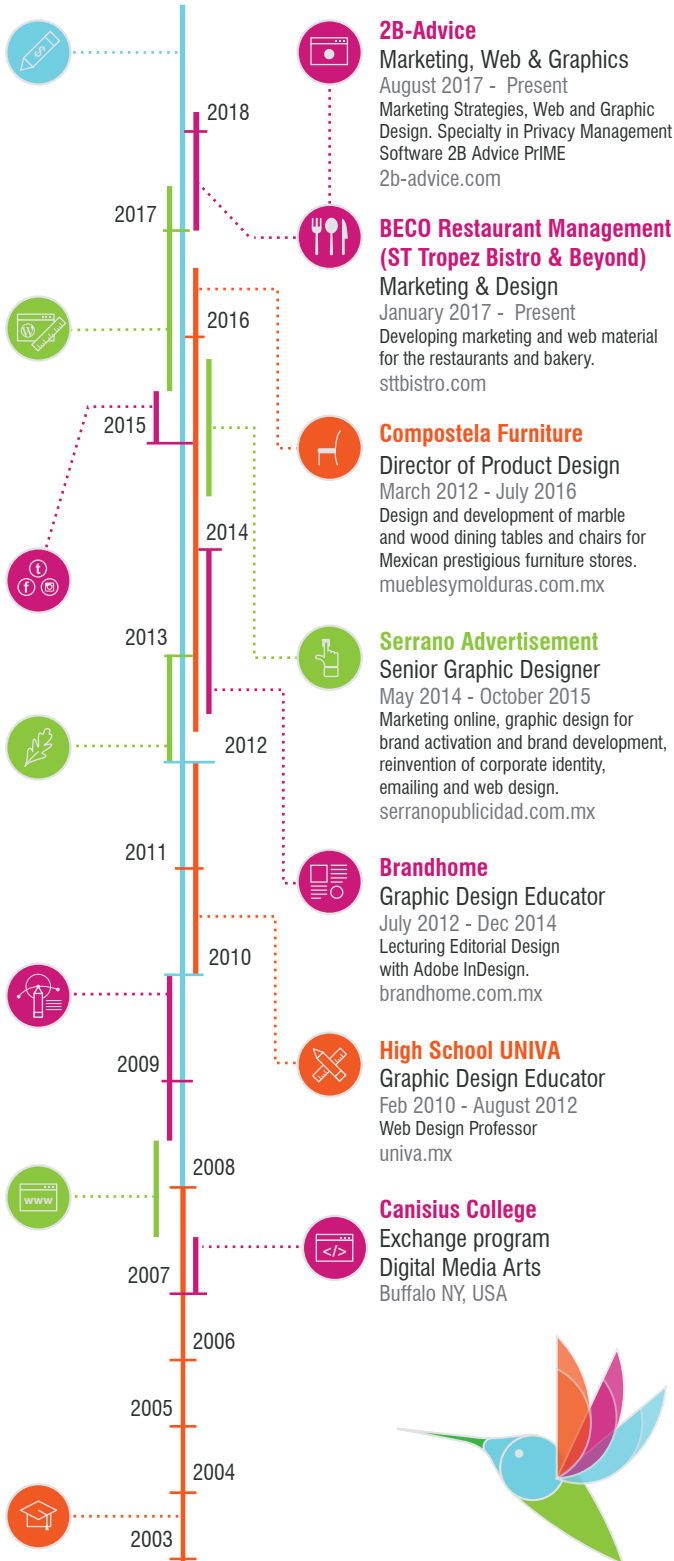
ITESO A.C.
 Community Manager and Social Media
 Guadalajara, MX

Fresh Salads
 Marketing Graphics and Web
 February 2012 - September 2012
 Responsible for marketing strategies of the franchise: brand communication and support in both graphic image and point of sale
 freshsalads.com.mx

Nobabel Sí Comunicación
 Graphic and Web Designer
 August 2008 - February 2010
 Developing art and creativity for graphic and web design campaigns
 nobabel.mx

Digitrain S.C.
 Diploma for Qualified Web Designer
 Guadalajara, MX

University ITESO A.C
 BA Integral Design
 Guadalajara, MX



WHAT I CAN DO

- CMS Management
- Web Design
- Logo & Branding
- Editorial Design
- Packaging Design
- Print Materials

TOOLS

- WordPress
- Illustrator
- Photoshop
- InDesign
- DreamWeaver
- HTML & CSS

CONTACT INFO

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- rociovelazquez.com
- /in/ravelazquez

CLIENTS AND BRANDS I'VE WORKED WITH

