

Esmeralda Garibay

Visual & UX Designer

WORK EXPERIENCE

Content Creator & Art Director Freelance * April 2024 — present

- Collaborate with 7+ brands to design memorable and engaging social media posts, reels, Tiktoks & stories, recording videos, taking photos, using handwritten notes, playing with fonts, etc.
- Oversee other designers's work to ensure brand consistency and visually pleasing feeds.

Visual Designer Freelance * September 2017 — present

- Help clients across several industries bring their projects to life, while guiding them in everything they need to establish a strong visual presence.

Visual Designer * December 2021 — May 2022
Paradise Village Real Estate

- Created & adapted monthly print advertisements for the top 3 publications in the area. Supervised the social media strategies proposed by an outsourced agency to ensure our vision & requirements.
- Managed the available properties on their website in Wordpress & other online real estate platforms. Implemented the use of Hubspot's CRM to properly manage the 300+ leads coming from their digital channels.

Web Director/ General Director * October 2019 — May 2021
Pix by Pix Advertising Agency

- Built adaptable websites using Adobe XD, Wix, Shopify & Wordpress from research to launch, creating functional and visually pleasing user interfaces.
- Redefined and implemented processes to help manage the incoming projects. Built strong relationships between clients and the team through digital channels.
- Oversaw the execution of 20+ projects from branding, social media, web design, print, video & photo. The main one was leading the team to the agency's visual identity rebranding to match the new vision & experience.

Visual Designer/ Community Manager * August 2017 — September 2019
Pix by Pix Advertising Agency

- Created over 15 coherent visual languages with the appropriate look & feel to represent each brand's personality established at the beginning of the design process.
- Planned & designed creative and engaging content in 10+ social media accounts (mainly on Facebook and Instagram). Analyzed statistics from social media platforms to propose advertising campaigns & strategies to implement.

EDUCATION

User Experience Design Google Professional Certificate * Present

Online course covering the entire design thinking process, UX research, wireframing, prototyping, usability testing, etc., for both app and web design.

Universidad de las Américas Puebla * 2015 — 2019
Bachelor in Visual Information Design

SHORT BIO

5+ years of experience in different design areas, mainly branding and web design. Worked at an advertising agency, in-house & as freelance designing both print and digital products. I have created and supervised entire visual languages for over 30 brands. I am constantly looking for new things to learn. I enjoy meeting new people & love artistic photography, rebranding, typography and natural wonders.

SKILLS

Meticulous, curious, organized, collaborative, empathetic, determined.

SOFTWARE

Figma — Intermediate
CapCut — Advanced
Canva — Advanced
Photoshop — Advanced
Illustrator — Expert
Microsoft Office — Advanced
Wix — Expert
Shopify — Intermediate
After Effects — Advanced
Premiere — Intermediate
InDesign — Advanced

LANGUAGES

Spanish — Native
English — Advanced
French — Intermediate
Italian — Basic

