

Profile

Bilingual (English/Spanish) designer-writer who turns research into clear, lasting brand stories. I combine strategic research, narrative writing, and visual identity design to build brands that stay consistent everywhere they show up, from a logo to a full style guide. Experienced in content production, brand storytelling, and digital strategy.

Professional Experience

2024 – PRESENT

Gold Coast, Australia /
Querétaro, Mexico

Tres Lienzos · www.treslienzos.com

Co-Founder & Creative Lead

- Lead creative direction and brand strategy for a digital planner brand, growing Instagram to over 1,000 followers and Pinterest reach to 120K monthly views during peak season.
- Design and build each planner as an interactive PDF in Adobe InDesign, embedding over 10,000 hyperlinks per edition for seamless tablet navigation.
- Design and produce 3–4 social media carousels per week, along with most of the product photography and mockups, maintaining a consistent brand voice and aesthetic.
- Manage website design; the site has processed 104 orders across 13 countries since launching in August 2024.
- Lead in-person workshops at schools in Querétaro on organization and planning, and handle community engagement through the Entre Lienzos book club.

JAN 2025 – MAY 2025

Gold Coast, Australia

Rebel Agency

Graphic Design Intern

- Designed digital assets and promotional materials for internal radio stations Rebel FM and The Breeze, ensuring brand consistency across platforms.
- Assisted in the redesign of internal brand elements.

OCT 2022 – MAY 2023

Querétaro, Mexico

Arkansas State University Campus Querétaro

Tutoring Coordinator

- Coordinated tutoring sessions and developed materials to support students' independent learning.

AUG 2021 – SEP 2022

Querétaro, Mexico

Arkansas State University Campus Querétaro

Career Services Specialist

- Developed branding for internal materials and maintained the department's webpage, improving access to professional development resources.
- Planned employability workshops, job fairs, and scholarship placement tracking to connect students with potential employers.

Volunteer

2022

Mexico City, Mexico

Formula 1 – Mexico GP

Event Volunteer · Formula One Management (FOM)

- Supported on-site coordination and operations for Formula One Management during the Mexico Grand Prix weekend.

Education

SEP 2023 – JUN 2025

Gold Coast, Australia

Bond University

Master of Communication

1st in Class: Relational Communication, Graphic Design and Content Creation. Vice-Chancellor's List, Semester 3 2023 and Semester 2 2024. Degree awarded with High Distinction.

2017 – 2021

Querétaro, Mexico

Arkansas State University

Bachelor of Strategic Communication

Major: Advertising · Minor: Marketing · Magna Cum Laude. Chancellor's List: Fall 2017, Spring 2018, Fall 2018, Fall 2019, Spring 2020, Fall 2020. Dean's List: Spring 2021.

Skills

- Bilingual storytelling and creative writing
- Brand design and visual consistency
- Social media content strategy
- Adobe Creative Suite and Canva
- Procreate
- Meta Business Suite and Wix Analytics

Languages

English

IELTS 8.5 / 9

Spanish

Native