

LUCIA AGUIRRE AUCES. Senior Creative Designer.

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www.lucxiustriad.com

Professional Summary

Creative Integrated Designer with a keen eye for style, color, and texture. With over a decade of experience, I've successfully translated creative visions into impactful designs. My expertise in Photoshop, Illustrator, Figma & more coupled with a deep understanding of branding enables me to create visually stunning and informative products ensuring measurable results in each design.

Skills

- Creative Concept Development
- Digital Designer
- Creative Thinking
- Design Project Management
- Packaging Design Experience
- Layout and Composition
- Brand Identity
- Digital Illustration Mastery
- UI Design Principles
- Expert Graphic Design
- Concept Visualization
- Collaborative Teamwork

Accomplishments

ADDY (American Advertising Awards) Award 2013
Bronze award for the IMAS. Collage Fundraising Campaign.

Education


Certificate in Image Generation using Artificial Intelligence 02/2024
Platzi Online School.

Certificate of UI (Interface Designer) 04/2022
Platzi Online School.

Bachelor in Fine Arts (In Graphic Design) 12/2012
The University of Texas Pan American, Edinburg, Texas, USA.

Work History

Senior Creative Designer - Evolve Ventures. 04/2023 - 10/2023

- Managed multiple projects simultaneously while adhering to deadlines; consistently met or exceeded client expectations without sacrificing quality or creativity.
 - Conceptualized and executed compelling Brand Campaigns that effectively communicated creative concepts to clients and internal stakeholders.
 - Elevated experiences by designing eye-catching promotional materials such as invitations, posters, banners; driving numbers higher than previous years.
 - Streamlined design processes by implementing project management tools and best practices while following Brand guides.
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Logo & Fixer Designer - Fusion Partner Group. 04/2022 - 03/2023

- Secured repeat business from satisfied clients, demonstrating the effectiveness of my live edit fixer services, small business development and logo design.
- Following the Logo design process from start to end, directly with client, until client satisfaction was completely achieved.
- Developing small business corporate brand image, either from scratch or by improving their branding image, and all digital and print media needed.
- Live edit with clients on specific design elements that were not meeting clients expectations, to assure client satisfaction with all design products.
- Secured repeat business from satisfied clients, demonstrating the effectiveness of my Logo Design and small business development services.

Design Team Leader - 121 Corp. 06/2020 - 03/2022

- Collaborated and shared processes with colleagues and peers while following the stage of projects with other departments within the company.
- Maintained documentation and dashboards to understand resource capacity and project status.
- Assisted in organizing and overseeing assignments to drive operational excellence.
- Organized training sessions to keep the team up-to-date on industry trends and software advancements.
- Follow up and assign projects, from briefing to competition, while making sure deadlines are met as well as brand guidelines and quality is delivered.
- Provide creative guide when necessary to make sure designer are on the right track.
- Maintain standards of good communication among all team members as well as with other departments, and teams to manage the overall daily work flow more effectively.
- Mentored junior designers to develop their skills and advance within the company.
- Oversaw quality control of all deliverables, reducing instances of costly rework or client dissatisfaction.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality designs.

Senior Illustrator - 121 Corp. 08/2018 - 05/2020

- Effective communication and regular updates on project progress.
- Delivered consistent, on-brand illustrations for clients across diverse industries.
- Increased project turnaround time by adopting advanced illustration software and technology tools.
- Contributed to the successful launch of new product lines by delivering eye-catching packaging design concepts.
- Elevated brand visibility through engaging illustrations featured across print, digital, and social media platforms.

Languages

Spanish. Native.

English. Bilingual or proficient C2.