

Ramiro Aparicio Mateos
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EDUCATION

ULSA Universidad La Salle Morelia
BA. Graphic Design

Morelia Mich.

Graduation Date: Jul 2016

WORK EXPERIENCE

MKT Ideas (remote)

Los Cabos, B.C.S
Jun 2023 - Present.

Senior Graphic Designer

- Successfully created multiple designs that adhered to the company's branding guidelines 100% of the time.
- Conceptualized, designed, and produced a series of designs that were used in a national marketing campaign which resulted in a 20% increase in brand awareness.
- Utilized Adobe Photoshop and Illustrator to create concepts and designs for 10 different clients across various industries, including consumer products, electronics, and enterprise technology.
- Created emails, digital paid ads, printed collateral, and organic social content

STUDIO NINE

Morelia, Mich.
Aug 2017 - May 2023

Senior Graphic Designer

- Created a social media calendar to increase brand awareness and reach new customers. Designed weekly visual content for Facebook and Instagram posts, resulting in 1600 points of engagement.
- Successfully managed all aspects of the design process, from conception to completion, within tight deadlines while maintaining high-quality standards.
- Utilized established brand assets to create a cohesive brand image while experimenting with various styles and formats.
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Aug 2015 - Present

FREELANCE SR. DESIGNER

- Designed cohesive visual identities & branding, including logos & brand books, for over 100 clients in a 7-year period.
- Increased client satisfaction by proactively communicating updates and effectively managing expectations.
- Grew client engagement by an average of 20% per month through creative content design and strategic posting. Increased organic reach by developing targeted content strategies for each individual client.
- Managed 50+ client Facebook and Instagram accounts, including calendars and metrics

SKILLS

Languages: English /Spanish-Native | Trello | Notion | Asana | Slack | Adobe Creative suite

PORTFOLIO: <https://shorturl.at/Oslgg>