



A N D R E A X A I L

DIGITAL DESIGNER

12 / 05 / 1990

CV / RESUME

I am a design thinker with a strong marketing focus. Highly skilled and innovative digital designer with 13 years of experience conceptualizing, designing and delivering visually stunning digital content across multiple platforms. Proficient in graphic design software, UI/UX principles, and project management, dedicated to creating engaging user experiences that align with client objectives and brand alignments based on research, industry trends, and technology

C O N T A C T

📞 | +52 55 10065146

✉️ | xails@hotmail.com

🌐 | andreaxail.com

📷 | _xail

in | andrea-xail

f | a.x4il

S K I L L S

TEAM LEADERSHIP

EFFECTIVE COMMUNICATION

RESEARCHER

DETAIL-ORIENTED

CREATIVE DIRECTION

AUDIOVISUAL CREATIVITY

BRAND STRATEGY

UX / UI EXPERIENCE

EDITORIAL DESIGN

INNOVATIVE & STRATEGIC

HUMAN CENTRIC DESIGN

E D U C A T I O N

2023 ● **Prototipado (Figma y Adobe XD)**
Coderhouse

2009 ● **Bachelor of Graphic Design**
2012 IBERO (Universidad Iberoamericana)

O U T O F W O R K

Independent consultancy

Consulting and design of branding, user experience, digital tools, e-commerce, social media and content creations.

E X P E R I E N C E

NOW ● **Art Director**

2022 **Osom**

Own a variety of design projects such as email, social ads, performance, marketing ads or other digital collateral.

2022 ● **Creative Director**

2017 **De la Riva Investigación Estratégica**

As the leader of a dynamic team, I spearheaded the conceptualization and execution of innovative deliverables for diverse consumer brands. Working with multiple projects simultaneously, I ensured the delivery of high-quality results within challenging timeframes. Collaborating closely with cross-functional teams, I developed strategic design solutions that seamlessly aligned with brand objectives. In addition to providing mentorship and guidance to junior team members, I cultivated a culture of creativity and collaboration within the team. I also skillfully presented creative concepts, design process improvements, and new software implementations to stakeholders, playing a key role in influencing decision-making processes.

2017 ● **Design Coordinator**

2015 **Grupo Expansión**

Closely coordination with internal teams (designers, brand managers, editors, post-production, PR, commercial and suppliers) to ensure the brand guidelines. Review, analysis and refining brand identity guidelines of design proposition.

SOFTWARE

FIGMA

ADOBE CREATIVE SUITE
(Illustrator, Photoshop, Indesign,
Premiere pro, Acrobat, Lightroom)

MICROSOFT OFFICE
(Power point, Word, Excel)

UX / UI EXPERIENCE

PREMIERE PRO

ASANA

SHOPIFY

LANGUAGE



Spanish

Mother language



English

Upper Intermediate

EXPERIENCE CONTINUED

- 2015 • **Senior Designer**
- 2014 • **Grupo Expansión**
Communication of design concepts with clear reasoning behind recommended direction for subscription magazines and events. Creation of advertising campaigns, landing pages, print and digital design, logos, brochures, web banners, email-marketing, stands and social media material.
- 2014 • **Junior Mobile Designer**
- 2012 • **Grupo Expansión**
UX and UI design, mobile sites, sms campaigns, html and email-marketing. Design of apps
- 2012 • **Intern**
- 2011 • **Grupo Expansión**
Creation of digital and print marketing material; web design, banners, infographics, facebook apps, newsletters, posters, logos and presentations

AFTER SCHOOL

- 2022 • **First dive into the metaverse**
Centro de diseño, cine y televisión
- 2019 • **Workshop of Service Design**
ITAM (Instituto Tecnológico Autónomo de México)
- 2019 • **Certification in Gamification**
Gamification Plus UK Institute
- 2017 • **Project Management Course**
Centro de diseño, cine y televisión
- 2016 • **Course of Corporate + Social Management Events**
Universidad de Complutense de Madrid
- 2016 • **Internet Thinking: strategy of digital projects**
Centro de diseño, cine y televisión
- 2016 • **Web Design and Development**
Centro de diseño, cine y televisión
- 2008 • **Graphic Design Diploma**
EdumaC