



A N D R E A X A I L

DIGITAL CREATIVE

Digital Marketing | Email Marketing | Art direction | Branding | Artificial Intelligence

C O N T A C T

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E D U C A T I O N

- 2004 • **AI x Creative Accelerator**
Maven Learning
- 2009 • **Bachelor of Graphic Design**
IBERO (Universidad Iberoamericana)
- 2012

S O F T S K I L L S

- Effective communication
- People-centric approach
- Charismatic leadership
- Visionary planner
- Adaptability and agility
- Detail-oriented
- Storytelling

H A R D S K I L L S

- **AI tools:** Midjourney, ChatGPT, Gemini, Ideogram, NewArc
- **Collaboration tools:** Figma, OneDrive, Microsoft Office
- **Adobe Creative Suite:** Illustrator, Photoshop, InDesign, Premiere
- **No-code platforms for websites:** Shopify, Wix, Framer, Thinkific
- Klaviyo, Email on Acid
- Canva
- User Research

E X P E R I E N C E

- NOW • **Digital Creative | Fuel Made**
2025
Led the design and production of high-performing email, SMS, and website marketing assets for e-commerce and DTC brands, delivering responsive templates, lifecycle flows, campaign designs, and mobile-optimized visuals that improved engagement, retention, and conversions.
Key achievements:
 - Designed high-converting email templates and campaign assets.
 - Built consistent lifecycle visuals through systems and reusable components.
 - Produced Klaviyo flow creatives, SMS graphics, and pop-ups.
 - Applied mobile-first and accessible design standards.
 - Used AI tools to generate on-brand visuals and speed up production.
- 2025 • **Creative Director | Cliento Mx**
2024
 - Led the development of strategic creative concepts
 - Managed cross-functional execution with design, content, and production
 - Ensured consistency between strategy and visual output
 - Identified trends and insights to guide creative direction
 - Optimized campaigns through data-driven adjustments
- 2025 • **Strategic & Design Leader | Sunflower communications**
2024
Driving digital narratives for nonprofits, social enterprises, and the Sunflower brand.
Key achievements:
 - Developed long-term growth and communications strategies for the Louis Von Ahn Foundation, Healthy Reefs for Healthy People, Safe Passage, and Sunflower.
 - Led quarterly client collaborations to align creative outputs with goals, audiences, and brand positioning.
 - Directed content strategy and creation for social media campaigns, ensuring brand consistency and impactful messaging.
- 2024 • **Art Director | OSOM**
2020
Managed high-volume digital marketing projects for U.S. brands, delivering email designs, social media content, flyers, infographics, and ads with a focus on precision.
Key achievements:
 - Created email templates for Mercari.
 - Introduced GIFs and animations for Gobble's email headers.
 - Established visual consistency for Pendulum's social media.
 - Developed a winning email design for a new account.
- 2024 • **Creative Manager | De la Riva Investigación Estrategica**
2017
Led high-demand projects with a multidisciplinary team, producing presentations, campaigns, reports, videos, landing pages, email marketing, and event materials. Inspired and developed the team in a collaborative, excellence-driven environment.

IDIOMS



English (C1)



Spanish (Mother language)

EXPERIENCE CONTINUED

Key achievements:

- Developed gamification tools for market research.
- Created a visual identity system ensuring brand consistency across all materials
- Implemented workflows with tools like Figma, Midjourney, Asana, and OneDrive
- Established communication with the creative agency for social media campaigns
- Applied Kanban methodology for workflow efficiency.
- Directed 5-7 projects weekly, managing timelines and budgets.
- Mentored junior team members, fostering their growth.

2017 ● **Design Coordinator | Grupo Expansión**

Collaborated with internal teams to ensure brand guidelines were followed in subscription campaigns and safeguarded the visual identity of all group brands.

Key achievements:

- Implemented Jira for task tracking.
- Created the top-performing digital magazine campaign, extending its lifespan by two years.
- Developed materials for events like InStyle Day and Elle Working Days.
- Led brainstorming sessions for creative concepts.
- Coordinated personalized covers for Expansión magazine clients.
- Designed the Gourmet Awards app for Travel & Leisure.
- Led storytelling workshops and presentations.

2024 ● **Senior Designer | Grupo Expansión**

2021

Key achievements:

- Designed websites, newsletters, banners, logos, and print/digital materials.
- Supported production of event stands and displays.
- Communicated design concepts and provided rationale for subscription magazines and events.

2014 ● **Junior Web Designer | Grupo Expansión**

2012

Key achievements:

- UX/UI design, mobile sites, SMS campaigns, HTML, and email marketing
- App design.

2012 ● **Inter | Grupo Expansión**

2011

Created digital and print marketing materials, including web design, banners, infographics, Facebook apps, newsletters, posters, logos, and presentations.

CERTIFICATES & DIPLOMAS

2023 ● **Prototyping (Figma y Adobe XD)**

Coderhouse

2022 ● **First dive into the metaverse**

Centro de diseño, cine y televisión

2021 ● **Brand Driven Innovation**

CEDIM - The School of Design

2019 ● **Workshop of Service Design**

ITAM

2019 ● **Certification in Gamification**

Gamification Plus UK Institute

2017 ● **Project Management Course**

Centro de diseño, cine y televisión

2016 ● **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**

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