

ANDREA XAIL

DIGITAL CREATIVE

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



CONTACT

- +52 55 10065146
- a.x4ils@gmail.com
- xail.com | xail.framer.website
- andrea-xail

EDUCATION

2004 • **AI x Creative Accelerator**
Maven Learning

2009 • **Bachelor of Graphic Design**
IBERO (Universidad Iberoamericana)

2012 •

SOFT SKILLS

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

HARD SKILLS

- 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

EXPERIENCE

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 | Cliente 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 Estratégica**
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

2017 • **Project Management Course**

Centro de diseño, cine y televisión

2022 • **First dive into the metaverse**

Centro de diseño, cine y televisión

2016 • **Corporate + Social Management Events**

Universidad de Complutense de Madrid

2021 • **Brand Driven Innovation**

CEDIM - The School of Design

2016 • **Internet Thinking: strategy of digital projects**

Centro de diseño, cine y televisión

2019 • **Workshop of Service Design**

ITAM

2016 • **Web Design and Development**

Centro de diseño, cine y televisión

2019 • **Certification in Gamification**

Gamification Plus UK Institute

2008 • **Graphic Design Diploma**

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