

# ALEJANDRA GUTIÉRREZ

DISEÑO GRÁFICO | ILUSTRACIÓN

• I create visual concepts to communicate ideas that inspire and elevate your brand •



## ABOUT

I'm a Freelance designer and illustrator with over 12 years of experience, collaborating with communication and design agencies and working as a freelancer professional.

## EMAIL

masteralex112@gmail.com

## ART



## EDUCATION

Graphic Design Degree  
Universidad Autónoma de Tamaulipas 2003-2008  
Facultad de Diseño, Arquitectura y Urbanismo  
Tampico, Tamaulipas,

Advertising Photography  
Facultad de Diseño, Arquitectura y Urbanismo 2009  
Tampico, Tamaulipas,

## EXPERIENCE

Freelancer designer 2010-2013  
Guadalajara  
Branding specialist, web design ,social media design and digital Illustration.

InkGraphics 2013-2023  
Guadalajara  
Senior graphic deigner, Branding , web design, packaging designer, social media design, social media branding.

Kiuey 2022-present  
Chihuahua  
Developing brand identity, brand etrategic development, visual identity system, brand guidelines, advertising and campaigns, social media branding, brand evolution.

## SKILLS

Im a creative and fast learning person, and a teamwork enthusiast. Im constantly seeking new projects to engage with.

## TOOLS

- Illustrator
- Photoshop
- Adobe Express
- Procreate
- Wacom Tablets
- Ipad (procreate)