

yesica aguirre

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EXPERIENCE

Wunderman - Sr. Art Director

Create visual solutions incorporating concepts and ideas that are responsive to marketing strategies for the Agency clients such as Dell, Center for Child Protection and the Austin Film Festival.

NetSpend - Graphic Designer - Brand

Design promotional assets for major brand campaigns and events, including Intuit Quickbooks Connect, Community Connect, HAAM Benefit Day.

Concept and design online assets for the recently launched NetSpend site. Maintain consistent visual ID across all deliverables and ensure compliance with the guidelines of partner banks and businesses. Collaborate with the UX team to prepare and deliver design assets for the development team. Prepare presentation and pitch decks.

Dell - Sr. Graphic Designer

Design all assets to support consumer global product launches, including product detail pages, Scene 7, responsive-template email campaigns, banners, social media and more.

Concept, strategize and design assets for major Dell product launches and campaigns, including video for Small Business target audience, the Windows 10 campaign, email and banners for Alienware.com, and layouts and visual elements for Dell campaigns and internal Dell Blue promotions. Create infographics for case studies and product launches. Design support for the Dell.com CMS migration. Update peripherals pages using HTML.

Helen of Troy - Graphic Design Specialist

Create design concepts for product packaging based on Marketing department collaboration with Brand licensees to drive up sales. Packaging displayed at major international and domestic retailers. Photograph & image correct products by applying corrections/changes on color, shade, texturize, angles as requested by marketing department. Create infographics for the brands based on the statistics, surveys and research provided by Category Management team.

El Paso Times - Graphic Artist & Traffic Manager

Design ads for El Paso Times and New Mexico (Las Cruces-Sun News, Carlsbad Current, Argus, Farmington Daily News, Alamogordo Daily News, Ruidoso News, Deming Headlight) according to vendor and sales rep requests, following layouts and work on deadlines on a daily basis. Coordinate New Mexico design production and ensure daily deadlines are met and all ads are ready for pagination. Implement & exercise team building techniques to ensure office efficiency & team work by supervising and coordinating staff.

Grupo Ser Empresario (Mexico) - Art Director

Direct all aspects of initiation, implementation and completion of all editorial designs for Ser Empresario and Enfiestate Sociales magazines, including, but limited to: advertising design, photo retouching, color correction and layout selection.

EDUCATION

Bachelor of Fine Arts 2002-2007

B.A. in Graphic Design (3.84 GPA)

Universidad Autonoma de Ciudad Juarez (UACJ)

Instituto de Arquitectura, Diseño y Arte (Institute of Architecture, Design and Art)

SKILLS

Photoshop	InDesign	Illustrator
After Effects	Adobe Acrobat	ProAdobe Scene 7
Photography	Dreaweaver	HTML
Microsoft Office	Agile	AdTrac

LANGUAGES

English	Spanish
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