

JORGE GUEVARA

CREATIVE MANAGER

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Profile

Versatile creative manager with extensive experience solving visual communication problems for both national and international companies.

Expert in creating clean, functional and compelling graphics for digital media and print.

Work Experience

Design Manager - Sermo

August 2015 - Currently

Leader of the creative team ensuring campaign success within the Sermo platform for all commercial clients. In charge of the development of promotional concepts for international pharmaceutical companies; following brand guidelines and collaborating with the client success team in the development of ad campaigns.

Responsible of recruitment, training and mentoring of new designers, establishing and streamlining internal processes as well as improving team efficacy.

Design Coordinator - UDLAP

February 2014 - August 2015

Coordinating the design and art direction of print and online ad campaigns for one of the most prestigious private universities in the country. Participation on large scale events supervision as well as focus groups.

Senior Designer - Grupo Pakar

October 2011 - February 2014

Responsible for the art direction of Grupo Pakar's catalogs, a retail company selling footwear and clothing. Design of national advertising campaigns, social media materials, print ads and brand identity guidelines.

Education

Bachelor in Graphic Design

Universidad Popular Autónoma del Estado de Puebla
2003 - 2008

Specialization in Digital Design

Universidad Popular Autónoma del Estado de Puebla
2013 - 2014

Hard Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Sketch
- HTML & CSS
- Microsoft Office Suite
- Salesforce
- Smartsheet

Soft Skills

- Creativity
- Detail Oriented
- Team Work
- Problem Solving
- Critical Thinking
- Communication

Language

English

Advanced (IELTS - Overall Score - 7.5)

Courses

Diploma in Commercial Interior Design

Universidad Anáhuac Mayab
2022

Diploma in Interior Design and Lighting

Universidad Iberoamericana Puebla
2019