



IVETTE P ARROYO

GRAPHIC DESIGNER



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PROFILE

18 years experience in Graphic Design, Digital Marketing, Advertising, Web Design, Social Design, Branding and Printing. Experience in transcripts (spanish-spanish), social network and administrative area.



EDUCATION



BD (1996 - 2000)

Simón Bolívar University



Diplomat (2000 - 2001)

Simón Bolívar University
Mkt and Advertising Diplomat



Diplomat (2000 - 2001)

Folder X
Web Pages Diplomat



Diplomat (2006)

Claustro de Sor Juana
Curatorship Diplomat



Diplomat (2005)

Centro Cultural Helénico
Art Appreciation Diplomat



Diplomat (2009-2010)

Claustro de Sor Juana
Art History Diplomat



PROFESSIONAL SKILLS

Illustrator	●●●●●	Photoshop	●●●●●
Dreamweaver	●●●●●	Indesign	●●●●●
Premiere	●●●●●	Acrobat	●●●●●
Office	●●●●●	Filemaker	●●●●●
Quarkxpress	●●●●●	Facebook	●●●●●
Twitter	●●●●●	Pinterest	●●●●●
Instagram	●●●●●	YouTube	●●●●●
Teamviewer	●●●●●	Filezilla	●●●●●
Clouds	●●●●●	Google Apps	●●●●●
Hootsuite	●●●●●	Canva	●●●●●
Issuu	●●●●●	Prezzi	●●●●●
Wix	●●●●●	Doppler	●●●●●
Rawshorts	●●●●●	Openshot	●●●●●



WORK EXPERIENCE



Gyra Design (2004-actually)

Freelance

Designs for clients: The Gamp Shop (Branding & Facebook Manager) • Areli Nails (Branding) • VR Beauty Salon (Branding) • Kasa Quetzal (Stickers Design for organic products) • De las Olas (Flyer Design) • Games N' Snacks (Logo Design and Advertising) • Fluxus (Design Report for GDF Marcelo Erbrard) • Café Montebuelo (Advertising and Branding) • Sale-Promédicos (Branding, Web Design and Advertising) • GICSA (Advertising) • CROC (Design of its internal magazine, Web Design, event Coordination Coparmex -CROC, Logo Design for Social Programs) • Yves Andree (Promotional CDs design) • Mac School (Adobe courses) • CISS-OIT (Design of its internal magazine) • Latin Witch Productions (Branding) • Discovery Channel (Design catalog for business sale) • Design for Congrees Woman Puebla Congress • Zinajón (Branding) • Aceros Isra (Branding and Advertising) • CVS Gym (Branding and Advertising) • Sinestesia Comunicaciones (Branding, Web Design and various works for their customers)



CONEKTATEMX (2016-actually)

Healthcare Marketing

Digital Manager. / Branding, advertising & networking. / Web Design.



REGALETS (2010-actually)

Crafts

Store director and creative. Graphic design in general, advertising management and social networks. / Purchases. / Web design.



SDI MEDIA MX (2010-2012)

Freelance

Advertising Design / Transcript movies / Audios quality control for movies, series and video games / Script transcription and time cueing for movies and series in Spanish and English.



Upperplayground (2008-2010)

Graphic Design and Administration

Museology for Fifty24MX / Picnic graphics design program Telehit / Web Design / Branding / Administration / Production bimonthly events / Coordination events Press



SONY BMG MX (2002-2004-2006-2008)

Graphic Design

Design of Compact Discs for Strategic Marketing / Design and Advertising POP / Adaptation designs for online sales / Support materials for sales area / Design online and print catalogs



TERRA (2000-2002)

Senior Co-Producer

Senior Co- Producer Art and Culture Channel (Editing notes, Every day channel update, 360 degree tours of various museums)



RADIUS (1998-2000)

Graphic Design

Design Department Coordinator working for clients such as : Helados Santa Clara, Area Code, Grupo Modelo, Cenapred, OIT, among others. / Create professional photo retouching.