

Sarah Chávez

Sr Graphic Designer

— CONTACT —

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(55) 7455-9733

México State

With more than 10 years of experience in graphic design, I have collaborated with brands such as Mary Kay, Farmacia San Pablo, Grupo Taurus, Grupo Fanasa, Immunotec, CIRT and Hang Ten, among others. I have worked with global and national teams, leading teams of designers in diverse projects. My career spans multiple industries, from advertising, marketing to social media, digital media and publishing. I have expertise in the use of Artificial Intelligence in my design processes, which has allowed me to optimize workflows, generate high quality visual content and personalize user experiences more accurately.

BOOK

www.sarahdichavez.com

EDUCATION

Bachelor's Degree
in Graphic Design
UNITEC

2024
FIGMA Course
Domestika

ABILITIES

- Development of grids for RRSS
- Development of Key Visuals / Master Graphics
- Advertising Design
- Marketing
- Conceptualization and execution of campaigns
- Motion Graphics
- Direction, production, post-production multimedia
- Institutional Design
- Presentation Design
- Management of internal team and suppliers

IDIOMAS

ENGLISH 8.5
SPANISH 10

EXPERIENCE

2021-2024
AUG-MAR
LICUADORA GROUP

Sr Digital Art and Art Leader in Mary Kay Mexico

Responsible for the development of graphic art and animated videos for social media grids for the different brands of the agency such as Mary Kay, Farmacia San Pablo, Taurus, Shopping Malls, Pacific Mix, among others.

As art leader in the Mary Kay cell, I was in charge of giving guidance and design line to the designers who collaborated with the brand as well as organizing the development of the grids for on-time delivery.

I participated in several pitches elaborating graphic proposals, master graphics and presentations for new clients.

2018-2021
SEP-MAY
HOME SWEET HOME

Co-founder and Art Director

In charge of planning the general and specific objectives of the company, organizing the current and future structure of the company. Responsible for the administration and decision making on the company's resources.

In charge of the visual area of the brand, RRSS, digital arts, ecommerce as well as the different designs of HSH items.

2018
MAY-AUG
DOCSOLUTIONS

Sr. Advertising and Design Leader

Management of the visual impact of the brand, development of advertising aligned to different strategies for different channels, analysis and execution of marketing and multimedia.

Innovation and implementation of mobile demos for clients, development, maturation and implementation of the corporate identity of Spin Off Binaria. Implementation of impact presentations for sales. Art support for internal communication.

2014-2018
JAN-MAY
HANG TEN MÉXICO

Audiovisual Marketing Designer

Development and conceptualization of artwork for different brand channels such as window displays, point of sale designs, digital design, development of new projects, social networks and internal communication. Direction and implementation of production and post-production of videos for campaigns as well as the development of videos used for Learning. Interpretation and application of visual and fashion trends.

Design for fragrance lines, perfumery products, graphic identity, glass container design, packaging development and implementation of point of sale advertising, social networks and website.

implementation and logistics of EFICINE project, in order to support Mexican cinema and bring the Hang Ten brand to small and big screen films.

2017-2019
FEB-AUG
CIRT (National Chamber of Mexican radio and television industry)

Freelance Sr. Audiovisual Graphic Designer and Social Service

Development and conceptualization of artwork for the different channels of the chamber such as RRSS, printed art, infographics, corporate identity, brochures, manuals, credentials, among others, with presence in events and television expos.

SKILLS

DESIGN

PHOTOSHOP
ILLUSTRATOR
AFTER EFFECTS
INDESIGN
PREMIERE
FIGMA

ARTIFICIAL
INTELLIGENCE

ADOBE FIREFLY
ADOBE SENSEI
CHAT GTP
MIDJOURNEY
RECREATE

FREELANCE

GRUPO FANASA
IMMUNOTEC
CIRT