

NADIA E. RAMOS VIDAL

SENIOR GRAPHIC DESIGNER

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Mexico City

ABOUT ME

As a dedicated designer with a deep passion for branding, I specialize in creating innovative and strategic solutions that empower businesses to cultivate unique, compelling identities. With a meticulous approach to design, I ensure that every brand I develop is not only distinct but also resonates powerfully through all visual touchpoints, whether it's building from the ground up or refining an established brand. Let's work together to transform your brand vision into an inspiring and cohesive reality, leaving a lasting impact on your audience.

WORK EXPERIENCE

CHIEF BRAND OFFICER

TERRA EXPRESS LOGISTICS CORP. | SAN DIEGO, CA, MEXICO - REMOTE 2023- PRESENT

As the Chief Brand Officer at a logistics company, I lead the development and execution of brand strategies that enhance visibility and trust within the industry. I ensure that our messaging, visual identity, and customer experience consistently reflect our values, positioning the company as a reliable and innovative leader in logistics. Through creative direction and strategic planning, I work to strengthen our brand's presence across all channels.

- Designing and updating brand and marketing materials
- Ensuring brand consistency across channels
- Evolving and maintaining the company's visual brand identity
- Manage a remote design team, overseeing work, setting goals & measuring performance
- Translate business goals into visually compelling layouts and user experiences
- Ensure consistency across various channels and departments with brand guidelines
- Evolve and maintain Workable's visual brand in collaboration with Design leadership.
- Mentor designers in best practices, design process, and ideation

SENIOR GRAPHIC DESIGNER

2021- 2023

URBAN NETWORK CAPITAL GROUP LLC | ORLANDO, MIAMI, MEXICO | REMOTE

Transitioned into creative direction when the developer expanded into new projects in Orlando and Miami. Led the company's advertising and marketing efforts, shaping brand standards and overseeing promotional campaigns. Collaborated with account executives to understand client needs and managed creative projects from concept to completion. Directed and motivated teams of architects, illustrators, and copywriters, ensuring high-quality results throughout all creative initiatives.

- Directed the company's creative vision for advertising and marketing campaigns
- Shaped brand standards and ensured consistency across all promotional efforts
- Collaborated with account executives to understand client needs and project goals
- Led brainstorming sessions and guided creative teams to produce impactful work
- Reviewed content, provided feedback, and oversaw presentation materials
- Mentored junior creatives, fostering professional development
- Monitored campaign outcomes and proposed strategies for future improvements

SENIOR GRAPHIC DESIGNER/TRANSLATION SPECIALIST

2022- 2022

CV DIRECTO | MEXICO CITY | REMOTE

As a Senior Graphic Designer based in Mexico City, I specialize in translating product instructions, such as for "Jadecook," from English to Spanish, ensuring accuracy and clarity for local markets. In addition, I collaborate on branding designs for new products, bringing creative ideas to life and ensuring cohesive brand identities.

- Collaborated on branding designs for new products, developing creative concepts aligned with market requirements.
- Ensured cohesive and consistent brand identities across various product lines.
- Worked closely with cross-functional teams to align design strategies with product goals and target audiences.
- Applied a deep understanding of both English and Spanish linguistic nuances to optimize product communication for different markets.

EDUCATION

PRODUCT DESIGN

Universidad Anáhuac

Bachelors Degree

2013 - 2017

CERTIFICATES

EVENT PLANNING, DESIGN & MANAGMENT

Hudson Community College

2019 - 2020

IMC: ADVERTISING, PR & MARKETING

Hudson Community College

2020 - 2021

INNOVATION, CREATIVITY & MARKETING

Hudson Community College

2021 - 2021

BRAND MANAGEMENT: ALIGNING BUSINESS, BRAND & BEHAVIOUR

London Business School

2021 - 2021

LANGUAGES


SPANISH


Native

ENGLISH


Advanced (C1)


Skilled in business communication & Technical Writing.

 BIRTHDAY
27-NOV-1992

 NATIONALITY
Mexican

 RELATIONSHIP
Single

 HOBBIES
Traveling

 CURRENTLY
Dog Mom

WORK EXPERIENCE

GRAPHIC DESIGNER

2021- 2022

PYM DIGITAL | MEXICO CITY | REMOTE

As a graphic designer in a dynamic small marketing company, I contributed to projects across real estate, branding, and corporate communication. My responsibilities ranged from conceptualizing new brands to creating impactful visuals for corporate presentations and social media content.

- Designed corporate presentations for real estate and branding projects, ensuring clarity and professionalism.
- Executed social media graphics and campaigns, aligning with brand identity goals.
- Collaborated closely with content teams to produce engaging visuals for client pitches.
- Provided brand guideline development, ensuring consistency across all media.

JR. GRAPHIC DESIGNER

2020- 2022

GRUPO LAPCOS | MEXICO CITY | ON SITE

As a Jr. Graphic Designer, I specialized in creating e-commerce content for platforms like Amazon and Mercado Libre. My role involved product photography, editing, and retouching to ensure high-quality visuals that aligned with brand standards.

- Created and edited e-commerce content for Amazon and Mercado Libre, focusing on product listings.
- Conducted product photography sessions, capturing high-quality images.
- Performed photo retouching and enhancements to ensure visually appealing and accurate product representations.
- Edited images and videos to meet platform requirements and optimize user engagement.

JR. GRAPHIC DESIGNER

2017- 2018

QUINTATINTA PRINT | MERIDA, YUCATAN | ON SITE

As a Junior Designer at a small print agency, I worked closely with the printing team while reviewing and finalizing client designs. This experience allowed me to gain valuable insights into printing processes, materials, and production techniques, enhancing my understanding of the design-to-print workflow.

JR. GRAPHIC DESIGNER

2017- 2017

OMG AGENCY | MERIDA, YUCATAN | ON SITE

As a Social Media Intern at a small marketing agency while I was in school, I focused on managing social media accounts for clients in Mérida, Monterrey, and Chihuahua. This experience immersed me in the social media landscape, where I learned to develop and implement strategies from scratch, tailored to each client's unique audience and objectives.

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SKILLS



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