

Mario Andres Meza P.

I am a graphic designer **focused on editorial design and photography.**

During the development of my career I have had the opportunity to work on projects that have opened me up to different points of view, from design as something visual, to design as a tool capable of activating people's senses.

As a designer, **I am interested in the constant experimentation within my pieces,** looking for new ways to communicate and make the messages understood, making people to interact and connect directly with the piece and **creating an aesthetic, functional and artistic link.**

Studies

Graphic Design and Advertising Diploma
Humber Collage

Graphic Design Bachelor degree
Jorge Tadeo Lozano University

Work Experience

Design and Social Media Specialist

Dilawri Group of Companies (June 2022 - Present)

- Implementation of marketing and advertising methods on social media platforms for account growth, brand awareness and engagement.
- Supporting my team members with projects and campaigns within the organization by providing information, insight and feedback within areas of expertise.
- Performing social media engagement activities such as content creation, posting and monitoring posts on various social media platforms.
- Researching automotive content and marketing trends and critical thinking to understand problems and devise possible solutions.
- Editing and photo retouching of different files

Memory Tree Productions

Graphic Design Intern (April 2022 - June 2022)

- Updating of brand assets (PDF for print and web, PPT presentations, etc.).
- Educational graphics, infographics and layout design both for the in-house company and its existing clients.
- Storyboard and illustration design as a basis for animations.
- Editing and photo retouching of different files.

Grupo Creatégia

Graphic Design Director (June 2020 - January 2021)

- Design of corporate identity and visual identity manual.
- Design of concepts for campaigns, graphic pieces and applications; publication on the digital channels of the assigned clients, according to weekly program.
- Management and distribution of tasks with the team according to the workflow.
- Project management at a graphic level with clients and training of design team members.

Contact

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Portfolio: <https://mariomezadesign.com/>

Skills / Achievements

- Brand Identity
- Concept Development
- Layout Design
- Poster Design
- Packaging Design
- Digital Marketing
- Facility for fast and fluid work in team and individual form.
- Ability to write, speak and listen in both English and Spanish

Achievements:

Publication of Projects within University articles and International Publishing Publications (Flamantes #16)

Graphic Design and Advertising Honours Degree

Software

90% (Illustration - Photo Edition)

90% (Vectorial illustration - Layout)

70% (Layout - Final Art)

40% (Digital animation)

40% (Analog animation)

40% (Video edition)

Waf Restaurante

Graphic Design Director (November 2019 - May 2020)

- Creation of corporate identity for the restaurant, creation of an identity manual, graphic pieces and ways of implementing them.
- Product photography and location (environment), photo editing and retouching.
- Update of web page content and social media address (community manager).

Rey Naranjo Editores SAS

Graphic Designer (January 2019 - July 2019)

- Active participation in publications of different books of the publisher and products for clients.
- Support in the design area for clients, layout of packages, layout of books, covers and technical sheets of the publisher; photography and retouching.

Inmobiliaria Los Amigos (Francisco Vallejo)

Graphic Designer (September 2017 - November 2018)

- Creation of graphic material for the setting, basic stationery.
- Support in creation of parameters for the creation of an identity manual.
- Corporate presentations based on a visual identity manual.

Personal / Work references

Maria José García

Graphic Designer
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Mauro Mazueza

Graphic Designer
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Sergio Rios

Graphic Designer
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Vladimir Clavijo

President and CEO Grupo Creatagia
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