



MARÍA DEL PILAR MOTOLINIA RODRÍGUEZ

VISUAL DESIGNER

MY HARD SKILLS

Advanced English · Visual Designer · Information Architecture ·
Senior Graphic Designer · Editorial Designer

CONTACT

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**90% of English
(Written and Spoken)
10 years USA Visa**



GRAPHIC DESIGN DEGREE

Guadalajara's University (UDG)
Art, Architecture and Design
University Centre (CUAAD)
1996-2000

SOFTWARE TOOLS

My tools are:

Figma, Adobe Premiere, InDesign, Illustrator,
Photoshop, Firefly, Canva, ChatGPT & Pencil
Pro for social media ads with AI.



MY EXPERIENCE

November 2023 - to the date

I have been working as a Freelance Designer for different companies and as an English Teacher at Colegio Verde Valle, Middle School.

2022 - Oct-2023

Senior Production Designer at OLIVER+

I worked for the account PIMCO. My job as a Production Designer was to work on: Brochures, Presentations, Reports, etc., and also on some banners for social media and web blogs.

2017 - Feb 2022

Design Coordinator at CEPAMOSA

I was in charge of Corporate Image, Editorial Design, Events and Social Media management like Facebook & Google Ads.

Due to the company's needs, in the year 2020, I was required to design Landing Pages and Mobile Apps for internal projects.

- I worked from scratch drawing ideas by hand, made the information architecture of each project and then worked everything on Figma to create the Visual Design.
- During each phase, I frequently consulted the IT department to make sure it was doable and get the best results.

MY PORTFOLIO

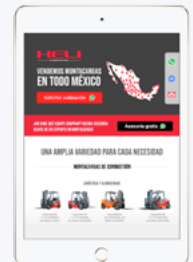
Check some of the projects I have designed from scratch:



DC3 Certification
Landing page



Forklift Service
Landing page



HELI Forklift
Landing page

2008-2017

Senior Designer & Marketing Leader at GRUPO HUANTE

I started to work as a Graphic Designer, then I became Marketing Leader. I was in charge of the Corporate Image, the Editorial Design of 2 main Product Catalogues, the Social Media management and the Organization of National & International Events.