



MARÍA DEL PILAR MOTOLINIA RODRÍGUEZ

SENIOR GRAPHIC DESIGNER

MY HARD SKILLS


Editorial Design · Graphic Design · Brand Design · Corporate Image
Social Media management · Organization Events

CONTACT

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

SOFTWARE TOOLS

My tools are Adobe InDesign, Illustrator,
Photoshop, Figma, Webflow & Pencil
Pro for social media ads with AI.



GRAPHIC DESIGN DEGREE

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

MY EXPERIENCE

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, Catalogues, 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, my job was to design the Catalog with all the main products to show, the Forklift Posters, Flyers, Brochures, Corporate Stationery, etc.

All these materials were made in Spanish with a mix of the USA brand imagery and our own customized photography to provide graphic material to the sales department.

I was also in charge of the Events organization, Social Media management like Facebook & Google Ads, and the design of Landing Pages and Apps for internal projects.

2008-2017

Senior Designer & Marketing Leader at GRUPO HUANTE

I started to work as a Graphic Designer, just to design one catalogue, months later the Adverts and Corporate Image.



I became Marketing Leader and worked for 9 years in charge of the Corporate Image, the Editorial Design of the two main Product Catalogues, the Social Media management and the Organization of National & International Events.



One of my main activities was to request to PROMEXICO economic support from the mexican government to assist as exhibitor to AAPEX Show. For 9 years I got the support paying only the 70% or 50%, the last year was for 30% only.



A nice goal was CNN en español called to request an interview, I was in charge of all the details for this interview.