



MARÍA DEL PILAR MOTOLINIA RODRÍGUEZ

SENIOR GRAPHIC DESIGNER

MY HARD SKILLS

Editorial Design · Graphic Design · Brand Design · Corporate Image
Social Media management · UI Design · Event Organization

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

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



MY EXPERIENCE

2023 - to the date

Freelancer

I have been working as a Freelance Designer for different companies as Editorial and Digital Designer.

Feb 2022 - Oct 2023

Senior Production Designer at OLIVER+

I was working remotely for the Agency Oliver+ in London, UK. 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 for the account PIMCO.

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 goverment 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 me to request an interview with my boss, I was in charge of all the details for the recording.