

STEFANI HUERTA

stefanihuerta.com
hello@stefanihuerta.com
55 4021 1170

Profile

Detail-oriented and creative digital designer, skilled at designing campaigns, digital and social media ads, developing new websites, and creating BTL and print designs. Art Direction and design team management. Experienced in entertainment and e-commerce.

Experience

Design Lead

Shopee / Mexico City / 2021-Present

Responsible for the Graphic and Motion design teams.

Developed and maintained company standards for the Design department in a fast-paced start-up.

- 20% growth in productivity within less than 30% of designers' headcount in two months.
- Templates created by categories and entry points for BAU campaigns optimized 40% of design time.
- Improvements based on objectives and data-driven design.
- Marketing workshops development for Brand Concepts creation.

Sr. Associate Graphic Designer

Leadership and project management responsibilities with the graphic design team. Art direction and design solutions for Campaigns, Online & Offline Marketing, Social Media, Games, and Business Development.

- Prioritized workload and delegated tasks to the Design team of eight full-time associates.
- Managed workload and hours, created schedules, tracked projects, and ensured all deadlines were met.

In charge of the cross-border handover to Mexico, direct contact with stakeholders in Asia and Regional. Training and support for new markets opening in Chile and Colombia.

Design and direction for campaigns Key Visuals.

Digital Designer

stefanihuerta.com / Mexico City / 2020-2021

Digital design and strategic content for social media & campaigns for start-ups. Art design for entertainment agencies, posters, and social media.

- 100% followers and conversion growth in 6 months on a budget.

Sr. Digital Designer

Warner Music Mexico | Mexico City | 2013-2019

Design and multimedia responsible. Managed the video editor and developer. Warner Music Mexico and Getin website re-design.

Branding, BTL, and print design. Multimedia art directing. Materials design for weekly artists' releases, including digital ads, mailing, and landing pages.

- Developed an asset management and presentation system used by the region (Latin America).
- 70% of growth in productivity with video editors in one year.
- Global acknowledgment and use of our designs.
- Visual design and world conference presentations.

● *Sr. Digital Designer*

- Lead designer and account responsible, managed a junior designer and two developers.
- Became the major design provider. Increasing 20% efficiency and reducing 50% expenses on freelance suppliers.

● *Digital Designer*

- Responsible for website and digital design, co-work with developers to execute UX/UI for the Warner Music Mexico website.
- Established trusting relationships with the client, based on the workflow and efficiency on project deadlines.
- 25% of growth in mailing subscriptions and number of users in facebook apps.

Graphic Designer

etc...SOLUCIONES / Mexico City / 2012 - 2013

Responsible for design, BTL, communication campaigns, brand identity and editorial design. Re-designed the corporate identity of the company. Designed banners and communication for social media and weekly newsletter implementation.

- New leads generated due to new corporate identity, business presentation and communication campaign.

Education

Graphic Design

Universidad Autónoma del Estado de México
2006 - 2011

Visual Identity

Universidad del Pacífico, Chile
2010

Skills

Web and Digital Design
Digital Marketing
Print
Branding
Interactive Media
Social Media
Conceptualize
Mailing
HTML & CSS

Leadership
Adaptability
Communication
Work Under Pressure
Proactive
Self-learning
Decision Making
Time Management
Conflict Resolution