



# BERENICE ORIZAGA

## UI/UX & Senior Designer

### WORK EXPERIENCE

**Grupo Collins** 2018-Present

#### Senior Graphic Designer

- Development of creative concepts
- Design of visual identities (logos, color, typography)
- Creation of printed and digital materials
- Design of advertising campaigns (digital and print)
- Product packaging design
- Photo editing and retouching
- Prepress preparation and file management
- Motion graphics creation
- Quality assurance: reviewing and adjusting deliverables
- Occasional supervision and direction of the design team

#### Freelance projects

##### UI/UX

Collaborated on the UI/UX design of a Travel App

- Design system creation
- Iconography design

##### Graphic Design

- Creation of digital and print materials for various clients
- Presentation of visual proposals to clients
- Analysis of current design trends
- Motion graphics creation
- Budget and resource management for projects

**Oceanus International Group** 2013-2018

#### Graphic & UI Designer

- Photography and editing coordination
- Packaging design
- Branding development
- Artwork vectorization
- Prepress workflow management
- Web user interface (UI) design
- Analysis of design trends and their application

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Zapopan, Jal. México

### SKILLS AND PROFICIENCIES

- Spanish *(Native)*
- English *Intermediate/Advanced*



HTML5  
CSS

- Branding and visual identity development
- Product photography and photo editing
- Design systems and Atomic Design methodology
- Advertising design (banners, flyers, social media content)
- Iconography and vector illustration
- Mockup creation and presentation design
- Advanced knowledge of Color Theory and its applications

### ABILITIES

- Creativity
- Teamwork
- Attention to detail
- Problem-solving
- Active listening
- Empathy
- Negotiation skills
- Critical thinking

### EDUCATION

Bachelor's Degree in Design for  
Graphic Communication

CUAAD Universidad de Guadalajara