

[OPEN TO REMOTE ROLES]

[GRAPHIC DESIGNER]

Andrea ESTEVES

VISUAL IDENTITY · SOCIAL CONTENT · ADS · WEB DESIGN

Mexico · Remote

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7+
years of experience

2,000+
pieces designed

7M+
people reached

6
countries in LatAm & South Africa

PROFILE

Graphic designer with 7+ years of experience developing visual identities, campaigns and digital experiences for brands across Latin America and South Africa. Co-founder of two creative businesses, working remotely with marketing teams, developers and clients.

EXPERIENCE

Creative Bowl Co-founder · Designer · Social Media & Paid Media

MAY 2023 – PRESENT

- Designed 750+ pieces for 15+ brands: Anytime Fitness, AIRE flight school, dental and aesthetic medicine clinics, among others.
- Create social content, paid ad campaigns, multi-format variants and visual identities, using generative AI to produce faster.
- Helped design the first app screens in Figma for CONQI, a proptech client.

Easy Events Co-founder · Designer · Digital product: web invitations

MAY 2023 – PRESENT

- Designed 300+ custom web invitations reaching 45,000+ guests, from Figma concept to dev-ready layouts and components.
- Partner with developers to bring designs to the web (structure, navigation and style), focusing on legibility and user experience.

Poster POS Designer · Monthly retainer

DEC 2024 – MAY 2025

- Designed 50+ assets and variants for landing pages, social media and ad campaigns, focused on clarity, visual consistency and conversion.

PayJoy Graphic Designer · Fintech · LatAm & South Africa

JUN 2021 – MAR 2023

- Produced 1,000+ digital and print pieces for Mexico, Brazil, Colombia, Panama, Ecuador and South Africa, reaching 7M+ customers.
- Co-created the Brand Guidelines with the design lead and applied them to 200+ internal and external pieces: 95% visual consistency.
- Created the look & feel of the Credit Line Welcome Kit (card, insert and envelope) and the Seguridad ACCESS logo.
- Designed PayJoy's CrediExpo 2022 booth, 5 promotional videos and 150+ GIFs, and contributed to the design of 6,000+ stores in Mexico.
- Led the creative team on the Maite Perroni campaign (+20% engagement, 20% above target) and managed an external designer across 20 projects with 100% on-time delivery.

Calavera Creative Hub Junior Designer · Creative agency

JUN 2019 – JUN 2021

- My concept was selected for Banco Invex's 2020 national Christmas campaign; I took it from idea to final artwork.
- Designed co-branded credit cards (Real Madrid, Cinépolis, sí card), logos and corporate office interiors for Invex.
- Worked for 10+ brands such as Volaris, Mercado Libre, DiDi and Manchester United, handling twice the typical workload of a senior designer.

EDUCATION

B.A. in Industrial Design — Tec de Monterrey, CEM · 2014–2018 ★ **Academic Excellence Award**

COURSES

UX Design — Wizeline, 2021 **AI for Entrepreneurs** — Mercatitlan, 2025

TOOLS

Advanced: Illustrator, Photoshop **Intermediate:** Figma, InDesign, Canva **Basic:** After Effects

GENERATIVE AI

Visual concepting · image generation · video & motion · social media content (ChatGPT, Claude)

SPECIALTIES

Visual identity

Social content

Ads & campaigns

Key visuals

Digital/web design

Art direction

Multi-format adaptation

Basic motion

SKILLS

Project management

Leadership

Attention to detail

Fast learner

Tight deadlines

LANGUAGES

Spanish — Native **English** — Professional