

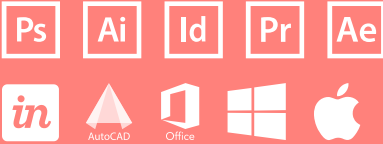


noemi cisneros

GRAPHIC DESIGNER

As a creative person, I'm convinced that attention to detail is one of the key elements to achieve a great product and a better experience for the customer.

Software & tools



Languages

◦ English ◦ Spanish

Interests

◦ Travelling, DIY, books, cinema & animation.

Contact

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Work Experience



Present
2019



Nature's Path
Senior Designer

Responsible for managing, executing and overseeing all design projects from concept to delivery for three of Nature's Path's core brands: Love Crunch, EnviroKidz and Que Pasa. This includes defining the brand's guidelines, look and feel, developing campaigns, art direction, and working closely with other designers in the team, as well as external creative agencies and vendors.



2019

Visual Designer

Developed and executed engaging and on-brand creative assets for a variety of media: packaging, social media content, ecommerce, web, sales collateral and motion graphics.



2019
2018

Production Artist

Worked with the Creative team to execute design projects, such as packaging updates, advertisements, sales collateral, and preparing files for print or digital publication.



2018
2017



Microsoft Vancouver
Production Coordinator

Responsible for logistics, coordination and design advisory for students of the Garage Internship Vancouver program, while working with the Senior Program Manager to build apps and grow the next generation of Microsoft developers and designers in Vancouver.



2017



Wearable Therapeutics
Lead Graphic Designer

As the in-house graphic designer, I was tasked with the rebranding of the company, including a new corporate image, weekly email newsletters, social media content creation and management, website management and motion graphics.

Branding | Web design | Social Media Manager | Motion Graphics



2016
2013



ITT - Instituto Tecnológico de Tijuana
Teacher and Graphic Designer

Taught the Fundamentals of Design for Architecture & Industrial Design students, as well as AutoCAD and Software for Civil Engineering. As a graphic designer for the university, my role was to create visual concepts, social media content, and branding for different school events, media presentations, meetings or internal communication.



2014



Galileo Branding
Graphic Designer

Responsible for developing and producing design work for use in a variety of media platforms, for both internal and external communications of different brands and companies that the agency managed.

Advertising | Branding | Social Media Content | Motion Graphics



2012
2009



Total Fitness & Bol-Bol
Graphic Designer

Collaborated with creative team to design and produce functional graphic solutions for a fitness company.

Advertising | Branding | Social Media Content | Motion Graphics



Education



2010
2006

BA Digital Graphic Design Engineering
Cetys Universidad - Campus Tijuana



References Available upon request