

Alejandra Valenzuela Miranda

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Experience

Graphic Designer

SHEIN | May 2021 - Present

- Worked on a range of clothing design proposals and projects.
- Developed textile graphics on trend for different clothing items.
- Developed patterns with different visual identities to attract a wider audience.
- Worked on Market research to identify rising trends.

Visual Design Consultant

Vital Agua Purificada | November 2024 - December 2024

- Led visual redesign for branding and identity of Vital a water purifier business located in Tijuana, B.C.
- In charge of designing logo and identity packages.

Graphic Designer

HOT TOPIC | April 2024 - May 2024

- Developed a botanical illustration inspired by the cottage core aesthetic, a design style that celebrates simple living and vintage inspired.

Visual Design Consultant

Dr. Orlando Jiménez | January 2024 - April 2024

- Redesign the visual identity of Dr. Orlando Jiménez a specialist in aesthetic medicine, located in Tijuana, B.C.
- In charge of designing the landing page.

Customer Service Representative

YUMI Baby food | May 2020 - June 2021

- Provided customer service via phone call and email.
- Quickly addressed customer concerns and complaints.

Visual Design Consultant

Core Pole Fitness | June 2020 - August 2020

- Collaboratively developed branding for a Pole Fitness studio located in Playas de Rosarito, B.C.
- Developed logo, iconography and printed materials.
- Developed social media content for Instagram and Facebook.

Community manager and Designer

Bordexchange | May 2019 - February 2021

- Led visual design for branding and identity of Bordexchange, an exchange center located in Chula Vista.
- Managed different social media channels, such as Facebook and Instagram.
- Created and maintained content for community growth.
- Provided customer service via phone call and messages.

Web Design Intern

FCITEC | March 2018 - July 2018

- Designed and maintained the graphic identity of FCITEC website.
- In charge of editing and creating social media content.

Key Achievements

Social media growth

Increased social media engagement by 30% in three months.

Textile design productivity

Created 20 unique textile designs within a month.

Customer service excellence

Handled 50 customer inquiries daily with 95% satisfaction rate.

Skills

Research

Monitoring community metrics · Strategies based on data - driven insights · Competitor Analysis · Design Strategy

Software

Illustrator · Photoshop · Procreate · Lightroom · Microsoft Office · Canva · Slack

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Customer service orientation · Provide and Solicit feedback · Active listening · Relationship building · Creativity · Problem Solving · Adaptability · Social media management · Spanish and English Fluency

Education

FCITEC

B. Des. | 2014 - 2019

- Studied under full academic scholarship.
- Focus on Graphic Design, User Experience Design and Product design.

Awards and Press

Honorable Mention student - FCITEC | 2019

San Diego Voyager Magazine Daily inspiration | 2024

Canvas Rebel Alejandra Valenzuela | 2024