



# Valerie Ramírez

## Brand Designer / Art Director

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### Experience

#### Freelance 2022 - 2026

I have worked as an independent Art Director specializing in Branding and Identity Systems, partnering with clients across wellness, lifestyle, healthcare & design. My freelance practice has focused on developing refined visual languages, strategic brand storytelling, and cohesive identity ecosystems.

I've collaborated with purpose-driven emerging brands such as Tarwi & Gardenia, healthcare initiatives like Accel-EQ, & design-led sectors including architecture & interiorism with GILSA. Currently, I am leading the redesign of a natural restaurant's menu, integrating visual elegance with intuitive user experience.

#### Cheil+ MX 2017 - 2022

Executed an effective marketing campaign, online content & sales toolkits & support materials for NRFM, a finance company comprising Nissan, Renault & Infiniti.

I enhanced brand presence at top retailers by designing impactful materials under an effective marketing strategy for Samsung CE division. My efforts increased engagement levels & included the creation of hard-sell promos & POP materials.

#### Freelance 2011 - 2017

Designed & curated a strong market presence with printed & digital content for clients like Breville, XX Lager, Rowfarma, Mini BMW & Expedia through Publicis Group and Y&R. Created seasonal promo content for Samsung, United Pet Group & McDonald's.

Created & produced educational printed manuals for the Mexican Tennis Federation & other sports events.

#### Integer 2008 - 2011

Developed campaigns, branding & POP materials for clients such as Absolut, Shyla, Jarritos, Profuturo, Parque Reforma, Fundemex, Palacio de Hierro & Arcos Bosques.

Successfully led multiple projects, fostering strong client relationships. Proud to be part of a talented team that brought our work to life through effective teamwork.

### Education

2000-2004

#### Iberoamericana University

Graphic Design

### Skills

Branding & Identity	Photo Art Direction
Corporate Identity	Social Media Marketing
Graphic Design	Advertising
Art Direction	Editorial Design
Creative Direction	Adobe Creative Suitcase

### Languages

English	Professional proficiency
Spanish	Native language

