

# Angelica Pano Espinola

Graphic & Digital Designer  
Editorial Designer  
Motion Designer

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## EDUCATION

### Digital Design

Vancouver Film School  
Class of 2021-2022

### Museography, Lighting and Showcase Design

Postgraduate Campus  
National Autonomous University of Mexico  
Class of 2016-2017

### Visual Comm. Design - Bachelor's

Faculty of Arts & Design  
National Autonomous University of Mexico  
Class of 2012-2016

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## SKILLS

Brand Identity & Strategy  
Concept Development & Creative Thinking  
Illustration, Storyboarding & Motion design  
Social Media Management  
Product Photography & Video Editing  
Knowledge and experience in Digital Marketing  
Print Design & Packaging  
Typography Design

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## TOOLS

Illustrator, Photoshop, After Effects, Indesign,  
Premiere Pro, Cinema 4D, Adobe XD, Procreate,  
Miro, Figma, Clipstudio, Hootsuite, Mailchimp

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## LANGUAGES

Spanish (native)  
English (proficient)  
French (beginner)

## WORK EXPERIENCE

### Graphic Design Coordinator

Healthy Foods Valley (Mexico 2019-2021)

Developed the entire visual identity, logo and branding of the company.  
Content creator & graphic design for Social Media & Digital+Traditional Marketing Campaigns.  
Designed the entire website.  
Developed internal materials for product specs, quality control, internal regulations.  
Product photography and video editing.  
Worked alongside the CEOs, product developers, sales managers and marketing team to translate valuable customer insight into digital and print media solutions as well as Digital Marketing & Social Media strategies.

### Senior Graphic Designer & Marketing Assistant

Reto Industrial (Mexico 2018 - 2020)

Developed e-mail Marketing Campaigns & Social Media management.  
Website re-design and implementation alongside webmaster.  
Trained in SAP Business One to assist the sales department and marketing team.  
Designed promotional materials for tech events and conferences.  
Photography & video editing.

### Jr Graphic Designer

The Engagement Venue Agency (Mexico 2016-2017)

Social media & community management  
Logo design, poster design, email marketing.  
Magazine editorial design.  
Shootings, product photography, video editing.  
Event organization.  
Worked closely with clients: MaxMara, Taylor Morris Eyewear, Hotel Marquis Reforma.

### Graphic Design Intern

Ministry of Environment, State of Mexico (2016)

Junior designer at General Coordination of Ecological Conservation.  
Strategic thinking for environment preservation campaigns through digital media.  
Print design assets (posters, flyers, banners, fanzines) for community activities, rallies, reforestation campaigns. Social media content.  
Video shooting & editing.