

NADIA CAMACHO

GRAPHIC DESIGNER

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Portfolio

ABOUT *me*

+ 13 years of experience in graphic design, I am looking for constant change to have a stronger profile and develop in other areas. I have a deep passion for creating visuals and illustrations. I like challenges and am committed to finishing something from the beginning to the end.

EXPERIENCE

2022 - Today **OLIVER +** Integrated Designer Sr.

Functions My role involves creating storyboards for Morgan Stanley, serving as a dedicated account for internal videos with investors. Storyboarding is a critical step in the video production process as it helps outline the visual narrative and guide the production team. Prior to this role, I worked with brands like Unilever, where I was involved in a variety of accounts and internal projects. I focused on creating and adapting designs for U-Studio (Unilever) and Bayer brands, covering a wide range of marketing and branded communications, including campaign creation, social assets, identity, and more.

Achievements

- Design and proposal of new stock images for Midol's Canada website. - Bayer North America.
- Adaptation for more than 35 print materials for Unilever's brands.

2016 - Today **Editorial Santillana** Freelance Illustrator

Functions Since 2016, I've worked as a freelance illustrator for virtual and printed elementary educational books. The challenge has been adapting to various styles for different projects.

Achievements

- Adaptation to more than 5 styles of illustration.
- 23 illustrated book publications.

2016 - 2021 **AT&T** Creative and Design Manager

Functions I led a team of eight people, creating strategies and providing art direction for all the materials we developed to enhance the user experience in the sales force. These materials included tools like microsites, manuals, infographics, newsletters, and more.

Achievements

- Redesign Intranet, improving the UX / UI design.
- Creation of weekly newsletter for each communication channel.
- Avoid that the company hires external suppliers and agencies.
- Uniform design and 99% distribution from March to July 2021.
- Design of websites, remnant calculators, account statement calculators, among others.
- Creation of internal recognition programs, with which we advance 4 positions within the GPTW ranking
- Design and proposal to replace the disposable face mask with a fabric one, with which we achieved a saving of 10% and helped the planet.
- Creation of digital business cards, with which we reduce prints by 20% for this purpose.
- Implementation and creation of podcast to communicate internally.

2014 - 2016 **TV Azteca Digital** Art Director

Functions I worked as Art director and design for online, mobile, and social media campaigns for different brands (TV Azteca clients), as well as the architecture and user, interface for websites, and animation of video infographics

Achievements

- Managed creative production including logos and visuals.
- Designed and presented concepts to clients for Digital and social media campaigns.
- Elevated the quality of the photo and video content by art directing fashion shoots for social media.

2010-2013 **Digital Agencies**

- Myrum Agency
- Niceflow
- Xpand MKT Group

EDUCATION

2021 **Interaction Design Foundation**
UX / UI Design

2017 **SAE Institute**
Cinema 4D / Autodesk Maya

2014 **ESCENA Escuela de Animación**
Animation and After Effects

2004- 2008 **Universidad Tecnológica de México**
Bachelor Graphic Designer

SOFTWARE SKILLS

- ✓ Illustrator
- ✓ Photoshop
- ✓ Indesign
- ✓ Muse
- ✓ Audition
- ✓ Adobe XD
- ✓ Dimension
- ✓ After Effects
- ✓ Blender
- ✓ Office
- ✓ Adobe Acrobat