

Hello!

I'm Naye, a creative professional with more than 10 years of experience developing visual communication solutions for companies, corporate teams, and global brands.

I specialize in transforming complex information into clear, visual, and functional messages that strengthen communication, improve engagement, and generate organizational impact.

I have experience in branding, internal communications, digital campaigns, multimedia content, and visual strategies aligned with business goals.

Currently, I integrate artificial intelligence tools into creative processes to optimize production, explore new solutions, and enhance results.

EDUCATION

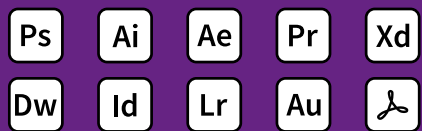
2013 Master's Degree in Multimedia Design
2015 UNITEC

2008 College Degree in Graphic Design
2011 Universidad ICEL

SKILLS

Internal Communications • Motion Graphics • Branding • Visual Storytelling • Content Development • Editorial Communication • UI/UX • Multimedia Production • AI Applied to Design • Visual Strategy

TOOLS



Adobe Creative Suite • Figma • Blender • HTML/CSS • WordPress • Audiovisual Production • AI Generators

LANGUAGES

Spanish: Native
English: B2 (Professional Working Proficiency)

CONTACT

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🌐 www.morethanbrainstorm.com
📍 Downtown, CDMX

PROFESSIONAL EXPERIENCE

- JUN 2024
PRESENT
HYBRID

KIO IT SERVICES

Internal Communications Designer

 - Developed internal communication campaigns aligned with business and organizational culture goals
 - Implemented and grew the WhatsApp communication channel, achieving strong adoption and engagement in less than 6 months
 - Designed content strategies to improve message clarity and employee participation
 - Produced visual and audiovisual materials for internal communications
 - Integrated AI tools into creative workflows and content production
- MAY 2023
JUN 2024
HYBRID

RCC RESOURCES, CONSULTING AND CHANGE

Design & Internal Communications Consultant

 - Development of creative concepts and visual systems for change management campaigns, team-building initiatives, and training programs focused on organizational culture, values, and purpose.
 - Created internal identity systems, visual narratives, and applications for physical and digital spaces. Designed social media relaunch strategies and editorial calendars
 - Developed visual communication assets to strengthen brand visibility

Selected Clients: CPA, Modeloramas, Grupo Modelo, The Club Company, Vips, Grüenthal.
- JUN 2022
PRESENT
REMOTE

FREELANCE / CREATIVE ADVISOR

 - Developed visual identities and digital content for national and international brands
 - Produced multimedia content including motion graphics, video, and social media assets
 - Designed UI/UX solutions for websites and digital platforms
 - Collaborated with marketing and communication teams on campaigns and visual strategies
 - Integrated AI tools into creative and production workflows

Selected Clients: Creativa Post (Coca-Cola), Kelly Services, Grupo Expansión (Corona Fifa Fan Fest, Splits Adidas), Adverso (Palacio de Hierro), MassMKT (Novartis, Boehringer Ingelheim), Wording.
- AUG 2021
OCT 2022
REMOTE

Z-TECH MIDDLE AMERICAS (GRUPO MODELO)

Internal Communications Designer | Community Manager

 - Developed internal communication campaigns aligned with organizational goals
 - Designed digital and printed materials for employees
 - Produced audiovisual content, tutorials, and internal communication assets
 - Managed internal platforms and digital communication channels
 - Developed copy and content for communication and social media channels
- SEP 2020
AUG 2021
REMOTE

ADVERSO

Creative Director

 - Led creative direction for branding, campaigns, and digital content projects
 - Coordinated creative teams and multidisciplinary projects
 - Developed visual concepts and client presentations

Selected Clients: El Palacio de Hierro, Gastronomía Palacio, Autocinema Aire Libre, Autocinema Santa Fe, Shampoo Huichol, La Casa del Pastor, Megasupply.
- SEP 2018
SEP 2020
CDMX

BEYOND GROUP

Senior Graphic Designer

 - Developed advertising campaigns and digital/printed materials
 - Designed interfaces for websites and applications
 - Created HTML email marketing and digital content
 - Adapted campaigns and assets for multiple platforms

Selected Clients: American Express, Circulo de Crédito, Coca-Cola, Sushi Ito, Nación Sushi, Klassco, UCO Prepa Contemporánea.
- JUN 2013
SEP 2018
CDMX

COLOFÓN, DISEÑO Y COMUNICACIÓN

Senior Graphic Designer

 - Developed internal and external communication materials for global clients
 - Created editorial design, branding, and digital assets
 - Designed and maintained websites and visual campaigns

Selected Clients: 3M (Latinamerica & Global), Colgate-Palmolive, Mission Hills, DHL Express, GIA, Produban, iké Asistencia, Vidanta.
- MAR 2011
JUN 2013
CDMX

EDITORIAL ALBATROS

Junior Graphic Designer

 - Designed editorial layouts and graphic materials for specialized publications
 - Created newsletters and digital content
 - Edited and retouched photography
 - Supported website management and editorial production