



OLIVIA FERNÁNDEZ


GRAPHIC DESIGNER




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Mexico City, Mexico

ABOUT ME

I'm a graphic designer with a foundation in Industrial Design, blending creativity with strategy to deliver standout branding, packaging, advertising, and illustration.

A quick learner with a can-do attitude, I'm driven by a passion for culinary experiences and creative direction. I focus on developing functional, creative solutions that meet client expectations and, when possible, exceed them. I excel in graphic design, UX/UI, and illustration, with strong communication, adaptability, and teamwork skills.

Always eager to grow, I'm continually working to improve my skills and explore new creative opportunities.

SKILLS





Adobe Suite	Empathy
WIX / Squarespace	Adaptability
Autodesk Inventor	Project Management
Branding	Effective Communication
Photography & Video	Collaboration
Product Sketching	Strategic Thinking
Creativity	Optimism

LANGUAGES

English – B2

Spanish - Native

HOBBIES

	
Photography	Exploring Restaurants
	
Sketching/Illustration	Traveling

EDUCATION

2024	UX/UI Design <i>Escuela Británica de Artes Creativas y Tecnología/ Mexico City</i>
2016 - 2020	Bachelor's Degree in Industrial Design <i>Universidad Iberoamericana / Mexico City</i>
2019	Exchange Program <i>Universidad Complutense de Madrid / Spain</i>

WORK & EXPERIENCE

2022 - Present	Lead Design & Creative Content <i>Grupo MYT / Mexico City</i> <ul style="list-style-type: none">Refreshed the visual styles for brands like La Crêpe Parisienne, Fonda Bowls, La Imperial, and Cocina Abierta. Created brand books to ensure consistent branding across the group.Conceptualized and executed innovative campaigns, driving brand visibility across digital and print media.Designed and managed digital content, coordinating photoshoots and video editing for cohesive brand presence.Maintained distinct visual styles for multiple brands, aligned with the group's strategy.Enhanced UX/UI across websites and touchpoints, boosting usability and customer engagement.
2022	Brand Designer <i>Riogrande / Mexico City</i> <ul style="list-style-type: none">Crafted full brand identities, from naming to logos, for the New Business area.Designed dynamic digital content across platforms, tailored to each project.Optimized websites and social profiles for impactful, brand-aligned experiences.Led photoshoots and video production to create attention-grabbing visuals.Designed packaging that protected and elevated the brand experience.
2021 - 2022	Creative Content & Social Media Manager <i>Azafrán Boutique / Mexico City</i> <ul style="list-style-type: none">Shaped brand-aligned visuals for corporate gifts, collaborating with brands like Meta and Samsung.Crafted content for social media, catalogs, and more, ensuring brand consistency.Created boutique packagingDesigned bespoke wedding materials, blending elegance with brand quality.

KEY PROJECTS

2024	Wedding Cart Design for Premium Events <i>Mi Chulada / Mexico City</i> <p>Conceptualized and executed the design and manufacturing of a multimodal wedding cart, enhancing the event experience with elegant, functional design.</p>
2023	Freelance Graphic Designer & Illustrator <i>Colgate / Mexico</i> <p>Children's Book Illustration for Colgate: Illustrated and developed three creative stories promoting oral hygiene, which were published and used in a national marketing campaign.</p>
2022	Freelance Graphic Designer <i>Curva Cafe / Mexico City</i> <p>Brand Identity for Curva Cafe: Developed a complete visual identity, from logo design to packaging, reflecting the brand's emphasis on quality and organic origins.</p>