

Alfredo Hinojosa

Brand Designer & Art Director

Contact Information.

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Location: Mexico City

01. Summary.

Experienced Brand Designer & Art Director with 10+ years driving brand growth and visual consistency for multinational corporations and agencies. Proven track record of elevating corporate brands, optimizing design processes, and driving measurable business results, improving corporate brand recognition, cost efficiency and user engagement. Seeking a full-time role to transform brand experiences through innovative design strategies.

02. Professional Experience.

Banco Sabadell — Head of Corporate Brand Design.

May 2017 – Mar 2025. Mexico City.

Promoted through roles of increasing responsibility, from external consultant to Brand Guardian and eventually leading the corporate brand identity development, overseeing strategic design initiatives across Marketing, UI/UX, and Corporate Communications departments.

- **Established** comprehensive brand guidelines that doubled visual consistency scores across digital platforms, print materials, and OOH advertising.
- **Optimized** design and branding budget, cutting costs by 30% in 2024 by streamlining vendor workflows and standardizing asset libraries without compromising quality.
- **Streamlined** brand compliance with Legal teams, cutting Marketing approval timelines by 40% while ensuring full legal protection.
- **Developed** a standardized designer onboarding program, reducing revision requests by 50% and accelerating project delivery.
- **Led** a multidisciplinary team to strengthen brand alignment across all client-facing materials, online and offline.
- **Oversaw** the content architecture of the corporate website, improving accessibility, reinforcing brand trust, and cutting content update times from one week to 15 minutes.
- **Served** as the primary point of contact with the Branding Department in Spain, evaluating global brand guidelines and updating them for local relevance. Developed and implemented Mexico-specific standards when necessary, and communicated changes to headquarters as well as internal and external stakeholders.

Enova México — Senior Graphic Designer.

2012 – 2017. Mexico City.

Spearheaded visual identity transformation for Enova and its subsidiaries (RIA, Digital Libraries, Proacceso Foundation), elevating brand perception across multiple channels.

- **Redesigned** visual identities for Enova and subsidiaries, enhancing brand cohesion and recognition, contributing to a 20% increase in client retention.
- **Implemented** scalable modular design systems, increasing production efficiency across digital and print by 40%.
- **Executed** UX-focused website overhaul that decreased bounce rates and increased average session duration by 2.5 minutes.
- **Created** targeted digital campaigns, educational graphics, and internal communications materials.

Catalista — Art Director & Senior Graphic Designer.

2009 – 2012. Monterrey, Mexico.

Directed strategic branding projects across multiple sectors, translating client visions into distinctive visual identities; Catalista marked a key milestone in developing my signature style.

- **Developed** unique brand identities for niche startups, most notably Highpark—a landmark luxury apartment project by Michel Rojkind Architects—boosting its market presence in Monterrey.
- **Managed** projects end-to-end, from concept through digital execution and print production, consistently delivering on time and within budget.
- **Pioneered** integrated visual frameworks that ensured consistent brand expression from concept through digital and print execution.

Alazraki 20|20 — Senior Graphic Designer.

2006 – 2009. Monterrey, Mexico.

Advanced from Junior Designer to Senior Designer within 6 months, demonstrating remarkable creative abilities and technical expertise.

- **Crafted** compelling visual narratives for luxury real estate developments.
- **Enhanced** client brand impact through innovative print techniques, increasing visibility and driving 50% growth in real estate projects for the agency.

03. Education.

Bachelor's Degree in Visual Arts with a Concentration in Design.

Universidad Autónoma de Nuevo León. 1999–2003.

Brand Management: Aligning Business, Brand and Behaviour.

University of London, London Business School (Online). In progress.

Editorial Design Workshop.

CEDIM Monterrey. 2007.

04. Technical Skills.

- **Design Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom) — Advanced.
- **UI/UX Tools:** Figma, Sketch — Intermediate.
- **Motion Graphics:** After Effects, Audition — Basic.
- **AI Applications:** LLMs for design automation and coding.
- **Languages:** English (TOEFL iBT 100/120), Spanish (Native).

05. Core Competencies.

- Brand Strategy & Architecture.
- Visual Identity Systems.
- Design Team Leadership.
- Cross-Functional Collaboration.
- Data-Driven Design.
- User Experience Optimization.
- Budget Management.
- Creative Direction.
- Design Systems Development.
- Digital Marketing Integration.