Alfredo Hinojosa
Creative Lead & Brand Designer

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Location: Mexico City

Summary

Creative Lead and Brand Designer with more than fifteen years of experience turning complex brand challenges into visual stories that connect. I believe the best design happens where strategy meets intuition, creating emotions that cross cultures and drive real engagement.

My creative process blends deep research and cultural insights, and I use generative AI tools to help enrich my process, shaping brand experiences that feel authentic and stay relevant. I focus on uncovering the unique story that sets each brand apart in today's crowded marketplace while creating everything from core identity systems to collateral design, using both intuition and selective AI driven exploration to push creative boundaries.

Creative Experience

Banco Sabadell | Lead Brand Designer & Brand Guardian

May 2017 – March 2025 (7 years and 11 months) - *Mexico City*
Multi-Brand Creative Leadership · Visual Storytelling · Cross-Cultural Design

- **Innovation in Financial Services:** Pioneered creative B2B BaaS branding for Fintonic and Amazon partnerships, crafting sophisticated co-branded experiences that balance corporate trust with innovative fintech energy.
- **Trademark Management:** Managed 52 corporate brands, each requiring unique approaches while maintaining cohesive brand architecture.
- **Cultural Adaptation:** Led creative localization of Spanish brand guidelines for the Mexican market, translating European design sensibilities into culturally resonant local expressions.
- **Team Development:** Built and mentored an 8-person creative team, fostering individual artistic growth while establishing collaborative workflows that elevated overall creative output.
- **Visual Systems Creation:** Developed comprehensive brand ecosystems spanning digital, print, and environmental applications, ensuring consistent storytelling across all customer touchpoints.
- **Creative Problem Solving:** Transformed complex compliance requirements into elegant design solutions, demonstrating that regulatory constraints can inspire rather than limit creativity.

Enova México | Senior Graphic Designer

August 2012 – May 2017 (4 years and 10 months) - *Mexico City*
Brand Identity Innovation · Modular Design Systems · Multi-Channel Storytelling

- **Brand Transformation:** Reimagined visual identities for Enova and three subsidiaries (RIA, Digital Libraries, Proacceso Foundation), creating distinct yet harmonious brand personalities that elevated market perception.
- **Design System Innovation:** Pioneered modular design frameworks that maintained creative flexibility while ensuring brand consistency across all communications.
- **Educational Design:** Crafted engaging visual content for complex financial concepts, translating technical information into accessible and compelling graphics.
- **Campaign Development:** Created integrated digital campaigns combining strategic messaging with visually striking executions.

Catalista | Art Director & Senior Graphic Designer

September 2009 – July 2012 (2 years and 11 months) - *Monterrey, Mexico*
Strategic Branding · Luxury Market Positioning · Architectural Collaboration

- **Luxury Real Estate Branding:** Developed sophisticated brand identities and visual languages for real estate projects in Monterrey, Mexico that reflected their architectural innovation and elevated market presence —most notably for **Highpark**, a luxury apartment building designed by renowned architect Michel Rojkind.
- **Creative Direction:** Led strategic branding projects across diverse sectors, translating abstract client visions into distinctive, memorable visual identities.
- **Integrated Brand Systems:** Designed comprehensive visual ecosystems that seamlessly bridged digital and physical brand expressions.
- **Creative Project Management:** Orchestrated complex creative projects from concept through final execution, balancing artistic vision with practical constraints.

KP Alazraki | Senior Graphic Designer

May 2006 – August 2009 (3 years and 4 months) - *Monterrey, Mexico*
Visual Storytelling · Luxury Brand Development · Creative Growth

- **Luxury Real Estate Narratives:** Crafted compelling visual stories for high-end real estate developments, creating emotional connections between architectural spaces and potential buyers.
- **Creative Impact:** Developed distinctive brand personalities that significantly increased client visibility and market engagement in competitive luxury markets.

Education

Universidad Autónoma de Nuevo León.
Bachelor's Degree in Design and Applied Arts | *1999–2003*.

Certified: Applying Generative AI as a Creative Professional.
(20+ hours LinkedIn Learning | *November 2025*)

Certified: University of London, London Business School (Online).
Brand Management: Aligning Business, Brand and Behaviour | *November 2025*.

Certified: CEDIM México - The School of Design.
Editorial Design Workshop | *2007*.

Creative & Technical Skills

Design Leadership
- Creative Vision Development • Brand Storytelling • Visual Concept Creation.
- Creative Problem Solving • Cultural Design Adaptation.

Visual Communication
- Brand Identity Systems • Digital Asset Ecosystems • Cross-Platform Storytelling.
- Luxury Market Positioning • Financial Services Design • Educational Content Design.

Creative Technology
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom) | *Advanced*.
- UI/UX Innovation: Figma, Sketch | *Intermediate.*
- Motion Storytelling: After Effects, Audition | *Intermediate.*
- AI Tools: ChatGPT, Claude, Perplexity, Leonardo.ai, Firefly, Midjourney, and Adobe CC built-in AI tools for design automation, creative exploration, concept generation, artwork edition, and workflow optimization | *Advanced.*

Collaborative Innovation
- Creative Project Management: Zeplin, Trello, Miro, Jira | *Advanced.*
- Documentation & Presentation: Microsoft Office Suite, Apple iWork Suite | *Advanced.*
- Languages: Spanish (Native), English (Advanced - TOEFL iBT: 100/120, CEFR: C1 Level).