GASPAR VILLALOBOS
GRAPHIC DESIGNER

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ABOUT ME...

I am a creative, proactive, and hardworking individual with over 10 years of experience in various areas of design, including digital content and print materials. I thrive in collaborative environments and am passionate about learning new technologies.

I have extensive experience with design software such as Illustrator, Photoshop, InDesign, After Effects, AEM, and Figma. My skills encompass creating illustrations, multimedia materials, and prototypes.

CONTACT

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EDUCATION

2022-2024
Master degree in Editorial Production
Universidad Autónoma del Estado de Morelos (UAEM)

2011-2012
Postgraduate in Animation 2d
Universidad Internacional (UNINTER)

2007-2010
Bachelor degree in Comunication
Universidad Internacional (UNINTER)

SOFTWARES / KNOWLEDGES

Dw	5	AEM	3	Figma
Adobe Dreamweaver	HTML 5	AEM	CSS3	Figma

Ai	Ps	Id	Ae
Adobe Ilustrator	Adobe Photoshop	Adobe Indesign	Adobe After Effects

LANGUAGES

Spanish (native)   English (advanced)

SKILLS

-Interface design

-Prototyping

-Web (HTML+CSS)

-Teamwork

-UX Research

-Post-production editing

-Branding

-CMS

EXPERIENCE

2022-2023
UX / UI Designer
JHS Custom Design

-Redesigned the corporate website
-Collaborated with design and marketing teams to create develop web components
-Create intuitive user web platforms, conducted usability testing
-Reported technical problems from website
-Generate concepts to advertise the new products and services
-Optimized metadata for assets
-Maintain brand consistency throughout all marketing projects

2021-2022
Editorial Designer
Notmusa

-Create digital and print infographics
-Cropping, color correcting, and retouching images and photos to fit the design
-Responsable for the visual layouts and design of publications
-Create visually appealing and functional materials
-Designing the structure and arrangement of text, images, and other elements

2020-2021
Freelance Designer
Tren Maya

-Designing the structure of different materials, such as brochures, flyers, and websites, to ensure a coherent visual flow
-Ensuring all design elements align with the brand's guidelines and visual identity
-Created responsive websites with HTML5, CSS3
-Developing wireframes and prototypes to visualize the user interface and user experience for digital products
-Creating layouts and visual elements for websites and mobile applications

2017-2020
Senior Designer
Dilofutbol

-Translating ideas and messages into visual concepts through brainstorming and sketching
-Creating visual solutions that communicate a message or solve a problem through storytelling
-Devolped and designed user interface components
-Using software to edit and enhance photos and images

2012-2017
Graphic Editor In chief
Diario de Morelos

-Working with editors to integrate text and visual elements
-Designing and incorporating visual data representations to support the information
-Preparing files for printing and ensuring color accuracy
-Developing style sheets to standardize design elements across different issues or editions