

# Aitana Hernandez Rivera

CREATIVE DESIGNER 360°

## CONTACT

### EMAIL

tatisdisena@gmail.com

### PHONE

+52 55 5136 1400

### LOCATION

Mexico City  
(Fully Remote)

### PORTFOLIO

soytatis.com

### AVAILABILITY

Open to offers

## DESIGN SKILLS

Brand Identity & Art Direction

Email Marketing Design

Performance Advertising

Motion Graphics & Video

UX/UI Design

Typography & Layout

## TOOLS

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Figma

HTML

CSS

AI Tools

Klaviyo

Google Drive

Discord

## LANGUAGES

Spanish

NATIVE

English

PROFESSIONAL / BILINGUAL

## CERTIFICATIONS

Front-end Developer

EBAC, 2023

CSS for Web Pages

Skillssoft, 2023

HTML Fundamentals

Skillssoft, 2023

Typographical Fundamentals

Universidad La Salle, 2021

CREATIVE · BRAND · EMAIL · ADS · MOTION

# Tatis.

● Available for Remote Roles

## ABOUT

Creative Designer with 4+ years delivering brand identity, email marketing, performance advertising, and cross-channel campaigns across LATAM and global markets. I bring both strategic creative thinking and hands-on execution · from concept to final asset. Experienced working with cross-functional teams, managing multiple projects simultaneously, and staying ahead of visual trends across digital platforms. Bilingual in Spanish and English.

## EXPERIENCE

### ● Post Production Graphic Designer

Apr 2025 – Present

Onda

- Design and launch responsive email campaigns and performance-driven digital ads across multiple channels.
- Direct post-production video workflows from editing to final delivery with brand-consistent output.
- Create packaging designs aligned with brand guidelines and market requirements.
- Develop UX/UI wireframes and prototypes to improve digital user experiences.

### ● Multimedia Graphic Designer

Feb 2024 – Apr 2025

Leaper 360

- Produced high-impact ads, decks, and social media graphics for large-scale brand campaigns.
- Built and maintained visual identity systems ensuring brand consistency across all touchpoints.
- Led creative coordination with cross-functional teams for events and integrated campaigns.

### ● Marketing Designer

Feb 2023 – Feb 2024

ManpowerGroup SSC

- Designed HTML email campaigns reaching audiences across 4 LATAM countries.
- Produced marketing collateral and executive presentations for regional teams.
- Led design best-practice sessions improving workflow efficiency across regions.

### ● Junior Designer

Aug 2022 – Feb 2023

Cybba

- Designed conversion-focused email campaigns, pop-ups, and landing pages.
- Contributed to Spotify Mexico's "Caso 63" · a nationally recognized brand activation.

### ● Junior Designer

May 2021 – May 2023

DVA Agro

- Created social media campaigns and marketing assets for agriculture industry clients.
- Designed print and digital materials for trade exhibitions and events.

## EDUCATION

### Brand & Experience Design Workshop

Feb–May 2026

Universidad EAFIT & Walt Disney World  
Brand strategy, experience design & storytelling

### Bachelor's in Graphic and Digital Design

2022

Universidad La Salle, Mexico City

## See the full work

Portfolio with case studies, brand projects, and email campaigns

[soytatis.com](https://soytatis.com) →