



Aitana Hernández Rivera

Graphic and Digital Designer | Web Designer

- +52 5551361400
- tatisdisena@gmail.com
- Click here

ABOUT ME

Hello, hello, hello! I'm Aitana, but everyone calls me Tatis. I'm a mexican graphic designer who is focused on branding and web design. I'm a person who loves to keep updated through courses and videos. I'm the person who will always teach you new music and will make you think about solutions in a completely different way.

EDUCATION

Universidad La Salle | Bachelor's Degree | 2022
Graphic and Digital Design

CERTIFICATIONS

Web Fundamentals: Cascading Style Sheets for Web Pages
Skillsoft - 2023

Web Fundamentals: Web Development with HTML
Skillsoft - 2023

Front-end Developer
EBAC - 2023

Typographical Fundamentals
Universidad La Salle- 2021

VOLUNTEERING

FEMININFO - Founder: Support network for psychological and legal assistance for women in violence situations.

Missionary Team Coordinator and Staff member at Magtayaní
Universidad La Salle 2018 - 2022.

Fund Raising Campaign for Colectivo Familias Desaparecidas Orizaba - Córdoba.

SKILLS

- Collaboration and Teamwork
- Active Learning and Curiosity
- Mentoring and Leadership
- Change and Time Management

DESIGN TOOLS

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro
- Figma
- Wordpress
- Webflow
- Visual Studio Code



LANGUAGES

- Spanish (Native)
- English (Bilingual)
- HTML
- CSS
- Javascript

WORK EXPERIENCE

- Leaper 360** (Feb '24 - actual)
 - Design and production of static images and motion graphics for social media, ads, email marketing, and UX/UI enhancements.
 - Managed BTL event materials, including presentation designs, wardrobe styling, and printed materials.
 - Supervised branding elements and assets for client presentations and marketing campaigns for brands such as Walmart, Televisa, Farmacias del Ahorro, and various online casinos.
- ManpowerGroup SSC** (Feb '23 - Feb '24)
Marketing Designer
 - Design and implementation of LATAM regional mailing campaigns using HTML.
 - Specialized in corporate branding for the creation of print and digital materials.
 - Initiative of monthly knowledge sharing meetings to strengthen best practices in the team.
- Cybba** (Aug '22 - Feb '23)
Junior Designer
 - Creation, design, coding and implementation for ecommerce campaigns through pop-up ads and email marketing.
 - Landing page design for Spotify's Podcast: Caso 63 activation.
- DVA Agro** (May '21 - Jul '22)
Junior Designer
 - Creation of the Marketing Area at national level.
 - Implementation of digital marketing in social networks: LinkedIn, Instagram, TikTok and Facebook.
 - Innovation in digital and printed materials.
 - Budget management, logistics and experience design for Expoceres, Sinaloa.