Alejandra *Leal*.

SENIOR VISUAL DESIGNER / ART DIRECTOR

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Senior Visual Designer with 6+ years leading end-to-end brand, editorial and e-commerce design for global brands, startups, agencies and international organizations in the United States, Switzerland, Brazil, Colombia and Mexico, always in fully remote, cross-functional teams. My background in Visual Information Design and Business Management allows me to translate business goals into scalable visual systems: brand identities, brand guidelines, Amazon A+ Content and learning materials. I build AI-assisted creative workflows that cut delivery times by 45% while keeping brand consistency.

Experience

2025 – 2026

Entorno a Ti · Our Common Home

MEXICO & SWITZERLAND · REMOTE

Creative Director

- Created the organization's complete visual identity from its existing logo, including brand guidelines, a full website redesign, a social media system and institutional communications.
- Led a team of 5 designers to develop 6 program brands and their training materials (books, brochures, posters), based on audience research for each target group.
- Designed materials that trained 500+ people across 14 municipalities in southeastern Coahuila and 4 states: Baja California Sur, Chiapas, Mexico City and Puebla.
- Designed visual communications for 6 strategic collaborations with international associations and events across Switzerland, Brazil, the United States and Mexico.
- Designed for 2 institutional events at the Mexican Congress, in the Senate and the Chamber of Deputies.
- Led social activation campaigns and institutional communication, translating goals set by executives and international partners into high-impact visual solutions.

2024 – 2026

Channel Precision

NORTH CAROLINA, USA · REMOTE

Amazon Content Designer

- Designed and managed 100+ Amazon listings (Basic and Premium A+ Content) for 9 footwear, workwear, outdoor and baby brands: Danner, Carhartt, Thorogood, LaCrosse, Chippewa, Justin Boots, Refrigiwear, Joovy and Evenflo.
- Designed Thorogood's complete Amazon Brand Store, aligning the storefront with its product pages.
- Implemented an AI-assisted, human-in-the-loop workflow that cut delivery times by 45%.
- Managed 15+ simultaneous projects to Amazon compliance standards.
- Conducted market research and competitive analysis to turn insights into differentiated visual assets.

2022 – 2024

Sspark Human Innovation MEXICO & COLOMBIA · REMOTE

Design Specialist

- Designed interactive learning toolkits from scratch for training programs with Mabe, Sspark and Abogadas MX. The toolkits made the content usable for participants who struggled with the web platform.
- Designed corporate mentoring materials, including presentations and books, for programs with Uber and Riot Games.
- Built the complete visual system, brand environment and visual communication around the company's existing logo, strengthening its positioning with international clients.
- Designed and standardized the company's executive and sales presentation templates in Google Slides, improving brand consistency and production speed across internal and external teams.

2023

Espora Magazine, UDLAP PUEBLA, MEXICO · HYBRID

Art Director

- Directed art for 4 issues (35–38) and doubled publication frequency, from every 6 months to every 3 months.
- Redesigned the visual system, InDesign style guides and WordPress website, increasing web traffic 20%.
- Mentored 15 designers and illustrators.
- Created a selection and evaluation system that is still in use.

2022

Designer

- Designed issue 34 under the magazine's editorial guidelines.

2020 – PRESENT

Phaprika NEW YORK & SEATTLE, USA · REMOTE

Freelance Visual & Brand Designer

- Delivered 20+ branding, UX/UI, web design and visual communication projects for brands, studios and agencies with clients in the United States, Latin America and Mexico.
- Partnered with design studios and agencies in the United States and Mexico, including Polyframe (New York), White Fern (Seattle), Garbe Studio, Agencia Capital and RoastBrief.
- Conceptualized brand identities and digital experiences aligned with business goals, in close collaboration with design, development, marketing and content teams.

Education

Master's in Business Management, Strategic Management specialization

Coursework completed, degree in progress (March 2027)

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA (UDLAP)

2023

B.A. in Visual Information Design, Magna Cum Laude

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA (UDLAP)

2022

B.A. in Communication and Media Production

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA (UDLAP)

Skills

Brand Identity, Visual Identity Systems, Brand Guidelines, Art Direction, Information Design, Editorial Design, Design Systems, E-commerce Design, Amazon A+ Content, Amazon Brand Store, Marketing & Campaign Design, Presentation Design, Web Design, UX/UI Design, Prototyping, Design Research, Competitive Analysis, Team Leadership & Mentoring, Stakeholder Management, AI-Assisted Creative Workflows, Human-in-the-Loop AI Workflows

Tools

DESIGN	Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Lightroom, Acrobat), Figma
WEB	WordPress, HTML/CSS
COLLABORATION	Google Slides, Miro, ClickUp, Asana, Google Workspace, Microsoft Office
AI	Claude, ChatGPT, Gemini, Nano Banana, Midjourney, Adobe Firefly