Ix arte y diseño



Creative direction & project management

Between ideas and what makes them possible. I build brands and help creative teams find their rhythm.

Professional experience

Atara Estudio

My studio

A space where I bring together strategy, creativity, and management to develop brands and projects collaboratively.

Kaunaz

Art direction and project management

Art direction in 2021–2022 and experience as Creative Project Manager. Team coordination, planning, project management tools, and creative oversight.

Ketzal Digital Marketing / Advancio

2022 · Project management

Coordinated digital marketing projects and creative teams, tracking scope, budget, and deliverables.

Addendum

2017–2018 · Associate creative direction

Agency strategy, creative direction, client relationships, and team workflows.

Three Makers

2014–2016 · Associate creative direction

Brand development, collaboration with local talent, and creative project management.

Ix Arte y Diseño

Independent practice since 2010

Independent design, art direction, and brand development for local, national, and international projects.

Education and skills

Teaching and mentoring

Taught branding at Universidad Xochicalco (2020–2021) and mentored designers in their professional development.

Education

Graphic Design · Universidad Xochicalco. Foundations of Project Management · Google, 2021.

Tools

Asana, Monday, Trello, Jira, Clockify, and Hourstack. Affinity, Adobe, Figma, and Procreate.

Management approaches

Experience with Agile, Waterfall, and EOS, adapting the tools to each team and project.

Languages

Spanish and English.

Contact and links

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Atara Estudio · El portal de regreso

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Behance · portfolio