

Andrea Cira

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Education:

Bachelor Industrial Design

Universidad De La Salle Bajío

León, Guanajuato, México.

June 2012

Professional Experience:**ACira Studio - Illustrator and Paper Artist**

January 2023 - Present

- Produced captivating editorial cut paper illustrations for The Envelope Magazine at the LA Times to enhance visual storytelling and engage readers.
- Designed intricate cut paper illustrations for greeting cards, showcasing creativity and attention to detail.
- Contributed to the success of Starbucks' social media campaign by creating a visually compelling illustration that resonated with the target audience.
- Produced unique and tailored illustrations for local brands, effectively conveying their identity and message through visual storytelling.
- Created and continue creating a series of visual cards inspired in the Latin game Lotería

Outreach International - Visual Communications Manager

April 2022- September 2023

- Designed Marketing materials, including Annual Report, Fall Magazine, Gift Catalog, and digital newsletters.
- Created visually appealing social media graphics, reels, tiktoks, and infographics to enhance online presence and engagement.
- Produced website designs and collaborated with the developer and marketing director to ensure seamless user experiences.
- Conducted market research and stayed updated on design trends to provide innovative graphic solutions.

Cial Dun & Bradstreet - Jr. Graphic Designer

July 2018- July 2019

- Designed brochures and presentations tailored for the Latin American market.
- Crafted internal newsletters to enhance communication within the organization.
- Designed visual materials for exhibitions and events across Latin America.
- Developed unique illustration styles and icon systems to amplify visual communication efforts.

Skills:

- **Adobe Creative Suite:**
Proficient in Photoshop, Illustrator, and some knowledge of Premiere Pro for comprehensive multimedia design.
- **Design Expertise:**
Adept in both print and digital design, ensuring versatile and impactful visual communication.
- **Illustration and Iconography:**
Specialized in creating compelling illustrations and iconography to enhance brand identity and storytelling.
- **Photo Editing Mastery:**
Skilled in precise photo editing and manipulation techniques, maintaining high-quality standards.
- **Paper Cut Artistry:**
Specialized in crafting intricate and captivating cut-paper compositions, demonstrating a unique ability to convey stories and emotions through this traditional technique.
- **Storytelling Through Papercutting:**
Proficient in using papercutting as a narrative tool, creating visually engaging and emotionally resonant artworks that tell stories and evoke powerful sentiments.