

PORTFOLIO

ilianabernal.com

*im*



# Iliana Bernal

*Visual designer*

Proactive and diligent, with more than five years of experience in design, art direction, digital marketing and team management.

I made use of creativity to give soul and story to brands with disruptive solutions with the highest quality.

I have collaborated on more than 100 design projects (magazines, branding, mood boards, social media, guide styles and ads)

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## Experience

ASTER STUDIO · JAN 2019 - PRESENT

### Design coordinator

- › Leader of creative team conformed by designers and marketers. Delegation and planning of daily activities.
- › Art direction for photoshoots.
- › Oversee the marketing budget and expenditure.
- › Manage the relationship with clients and providers.
- › Creation of branding strategies, guide styles and briefs.

PÁGINA DESIGN & EDITORIAL · JUN 2016 - JAN 2019

### Senior Designer

- › Creation and planning of social media content.
- › Collaborated on Sinaloa's Government book redesign.
- › Management of daily clients inquiries.

## Education

ELLE EDUCATION/MINDWAY SPAIN · FEB - OCT 2022

### Digital Branded Content

CONDÉ NAST COLLEGE OF FASHION/ANÁHUAC · SEP - DEC 2021

### Vogue Marketing Digital Diploma in Fashion, Luxury and Beauty sectors

CASA BLANCA UNIVERSITY · JUN 2014 - AUG 2018

### BA in Graphic Design and Multimedia Arts

## Skills

SOFTWARE

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Lightroom  
Figma Software  
Microsoft Excel

PERSONAL

Leadership  
Emotional intelligence  
Teamwork  
Comunication  
Assertiveness  
Learning avidity  
Mental flexibility

## Certifications

JANUARY 2022

Certification at «*Inside the Fashion Industry*» taught by Emma McClen-don, teacher from MA Fashion Studies at Parsons School of Design.

FEBRUARY 2022

Consultancy with KBB Negocios.

FEBRUARY 2022

Certification at «Team leadership and management», by Eduardo Glez. Vega.

## Languages

Spanish (native)  
Advanced English  
Basic French