

Adriana Cuevas

Graphic Designer | Brand, Digital and Marketing

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PROFILE

A versatile and detail-driven Graphic Designer with over experience producing visual content across print, digital, and marketing channels. Proven track record working in fast-paced agency and in-house environments, delivering cohesive campaigns for major brands including America Movil, General Motors and Panasonic. Equally comfortable with brand identity systems, editorial layouts, digital advertising, and promotional print, and experienced in managing work from concept through to prepress and final delivery. Passionate about storytelling through design, with a strong eye for typography, colour, and composition.

KEY SKILLS

- Digital advertising and marketing campaign design: web banners, social media assets, EDMs, and newsletters
- Print design and production: flyers, menus, brochures, signage, and large-format collateral
- Brand identity and visual consistency across platforms
- Editorial layout and publication design
- End-to-end print production and prepress management
- Fast-paced multi-format deliverables with strong attention to detail
- Direct client communication and project workflow management
- Software: Adobe Illustrator, Photoshop, InDesign, Canva

EXPERIENCE

Graphic Designer

Valerie Travers | Apr 2022 to Jan 2024

- Led visual identity and marketing material production across print, digital, and promotional formats.
- Managed end-to-end print production including engraving, DTF, and UV printing from artwork to final delivery.
- Designed client proposals, promotional flyers, and branded collateral to support marketing campaigns.
- Developed streamlined workflow systems to improve turnaround from brief to final output.

Graphic Designer

LASSA | Aug 2021 to Mar 2022

- Created and managed social media content, internal communications, and graphic campaigns for events.
- Developed cohesive visual language for the brand through consistent use of colour and typography.

Graphic Designer

America Movil / Claro Video | Apr 2016 to Mar 2020

- Produced a high volume of digital assets for a major Latin American streaming platform: web banners, social media graphics, app interfaces, and digital packaging.
- Adapted core brand visuals into campaign-specific formats while maintaining strict brand consistency across markets.
- Designed promotional logos and exclusive digital packaging for seasonal campaigns.

Senior Designer

Pauta Creativa | Jul 2015 to Dec 2015

- Designed annual brochures and the full General Motors magazine, handling editorial layout, photo editing, and prepress from concept to print-ready files.

- Developed presentations and pitch materials for upcoming campaigns, contributing to both visual and strategic direction.

Senior Designer

Yellow Communication | Feb 2014 to Jul 2015

- Led event and activation design for Diamond Films (Lionsgate distributor), managing the full design lifecycle for film premieres, press junkets, and corporate events.
- Created invitations, signage, digital assets, and on-site event collateral for high-profile entertainment clients.
- Conceptualised brand activations for agency clients, translating marketing objectives into engaging physical and digital experiences.

Senior Designer

Atelier Mx | Apr 2010 to Sep 2013

- Produced brand visuals, digital campaigns, and promotional design across a diverse range of clients and formats.

EDUCATION AND CERTIFICATIONS

Bachelor of Graphic Design | Universidad del Valle de Mexico | 2003 to 2007

Fundamentals of Digital Marketing | Google Certification

AVAILABILITY

Available for freelance projects and remote full-time roles globally. Based in Adelaide, Australia. Open to flexible scheduling.