

Miriam Moreno

Senior Visual & Graphic Designer



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PROFESSIONAL PROFILE

Senior Visual & Graphic Designer with over 15 years of experience **specialized in developing brand systems and visual communication strategies for high-complexity sectors** such as biotechnology, finance, and international services.

My approach integrates **strategic art direction with technical execution across digital and print environments**, ensuring each graphic asset is not only aesthetically flawless but also aligned with business objectives and brand scalability. **Expert in leading corporate identity processes from scratch**, guaranteeing visual consistency across multi-channel ecosystems.

AREAS OF EXPERTISE

- Visual Identity & Strategic Branding:** Building brand systems from the ground up, including identity manuals and style guides for technical industries.
- Editorial Design & Corporate Communication:** Structuring complex materials, technical reports, and assets for trade shows.
- Digital Design & Multimedia:** Art direction for web ecosystems, social media, and audiovisual content production (video/motion).

TECHNICAL STACK

- Visual Design & Identity:** Adobe Illustrator, Photoshop, InDesign.
- Audiovisual Production:** Adobe Premiere Pro, After Effects, Audition.
- Digital Design & Product:** Figma, Adobe XD.
- Web & Development:** WordPress, HTML, CSS.
- Productivity & Support:** CorelDraw, Canva.

EXPERIENCIA LABORAL

2021 – Present

KALIGENT – Biotechnology Company
Senior Visual/Graphic Designer & Brand Lead

- Rebranding & Corporate Transition Leadership:** Led the comprehensive creation of the visual identity following the acquisition by TGen, designing the logo and brand ecosystem from scratch to position the new entity within the biotech sector.
- Art Direction & Design Systems:** Responsible for visual communication uniformity across all touchpoints, developing style guides and component libraries that ensured global brand consistency.
- Visual Product & Web Design:** Conceptualized and executed the visual interface for digital platforms, prioritizing a technical and professional aesthetic aligned with scientific innovation standards.
- Strategic Asset Management:** Oversaw production of investor materials, high-level presentations, and trade show presence, facilitating the communication of complex scientific concepts through visual design

2025

BLVD Moving – Moving Company
Visual Designer & Digital Communication (Freelance)

- Art Direction & Visual Narrative:** Enhanced digital presence by creating a cohesive visual system, achieving sustained organic audience growth month-over-month.
- Audiovisual Content Optimization:** Full video production (scripting and editing) that increased engagement and user retention on short-form platforms (Instagram & TikTok).
- Standardization of Communication Processes:** Developed identity manuals and response guides that professionalized initial lead interaction and incident resolution.
- Lead Generation Campaigns:** Executed strategic graphic assets for digital advertising focused on conversion and brand positioning in the service sector.

2018 – 2021

BioSoft Integrators – Biotechnology Company
Graphic/Visual, Web & UI Designer

- Identity Redesign & Evolution:** Led the full update of the company logo and visual system, achieving a more modern and competitive image in the biotech market.
- Interface & Digital Experience Design (UI/UX):** Responsible for the redesign and development of the institutional website, optimizing visual hierarchy, readability, and navigation to enhance user interaction.
- Brand Standardization (Brand Book):** Created and documented company visual guidelines, ensuring consistent application across presentations, stationery, and digital assets.
- High-Impact Event Design:** Developed promotional materials and graphics for international trade shows, aligning visual communication with strategic sales goals.
- Cross-functional Collaboration:** Worked closely with technical teams to translate complex software functionalities into clear and engaging visual interfaces.

2017 – 2018

GLOBAL HAWK – Insurance Company
Graphic/Visual & Web Designer

- Multi-brand Identity Development:** Created multiple visual identities and logos for various commercial projects, ensuring clear market differentiation.
- Internal Interface Design (UI):** Conceptualized and designed visual interfaces for corporate platforms, improving the aesthetics and functionality of internal tools.
- Digital Asset Management:** Produced optimized visual content for social media campaigns and SEO strategies, aligning design with digital visibility metrics.

2012 – 2017

BCP CAPITAL – Financial Firm
Graphic/Visual & Web Designer

- Visual Systems for Business Units:** Designed comprehensive visual identities for various financial divisions, maintaining brand consistency in a rigorous corporate environment.
- 360° Advertising Production:** Executed integrated visual campaigns including large-format print materials and digital assets for commercial objectives.
- Financial Product Design:** Developed visual interfaces and assets for digital financial products, prioritizing clarity and user trust.

EDUCATION

B.A. in Graphic Design | UABC, Campus Tijuana

Google UX Design Professional Certificate (In progress)

Continuing Education:

Design Thinking (2023), Data Visualization (2022), Web Usability (2020).