

PORTFOLIO

www.alexandrarodriguezc.wixsite.com/designer



Alexandra Rodríguez Cabra

Graphic Designer

EDUCATION

- Communication and Graphic Design
San Francisco University
- Web design and animation
CEC of Politécnica Nacional School
- English sufficiency
ESPE Language Center
- Web design with Wordpress.
- Video edition with After Effects.

SOFTWARE

Websites design: Html y Css, en Wordpress.
Video edition: After Effects y Premiere.
Sound edition: Adobe Audition.
Photography: Adobe Photoshop
Illustration: Adobe Illustrator
Animation: Adobe Flash
Editorial Design: Adobe Indesign

OFFICE: Word, Power point y Excel.



alexandrarodriguezcabra@gmail.com



+593 98 462 1689

LANGUAGES

English



Spanish



OS

+ Windows



+ Mac



HOBBIES



- **BEST CARE:** Health and home care services
POSITION: Web designer and community manager
 Community manager, creation and administration of websites for : Ecuador, Panamá, Honduras and latinamerica, video and sound edition, brand design.
 BOSS: Marcos Giménez

2018-2019
- **MEDINA DEL LAGO HOTEL:** 5 stars hotel in Ecuador.
POSITION: Web designer and community manager
 Community manager with leads achievement, creation and administration of websites for : Ecuador, Panamá, Honduras and latinamerica, video and sound edition, brand design.
 BOSS: Andrea Meza

2018-2019
- **GROUP GALAPAGOS:** Galapagos Tour Operator (Quito-Ecuador)
POSITION: Web designer and community manager
 Administration of 3 company websites,
 Social media admin, branding and advertisement design,
 mailing programation.
 BOSS: Pamela Pacheco.

2012-2017
- **CITE EMPRESARIAL:** Master Business e-learning system (Quito-Ecuador)
POSITION: Creative and Information Director.
 Development of master business online system (leadership and entrepreneurship),
 interactive books, video and audio editing, programming of virtual evaluations in
 educaplay, direction and design of magazine and corporate image, mass mailing
 and support in user information.
 BOSS: Ramiro Diaz

2014-2016
- **4WEB:** For web (Sydney - Australia)
POSITION: Senior Designer
 Remote designer for web and advertising publications.
 JEFE: Marcin Kurek - CEO Systems Engineer

2010-2012
- **QUIMICA ARISTON:** Pharmaceutical Laboratory. (Quito-Ecuador)
POSITION: Senior Graphic Designer.
 Corporate image, advertising design of the line
 60 pharmaceutical products for commercial campaigns
 and of medical visitors.
 BOSS: Dr. Oswaldo Palomeque

2008-2010
- **MAGAZINE OK TODO BIEN:** Magazine of health and celebrities. (Quito - Ecuador)
POSITION: Senior Graphic Designer.
 Editorial, graphic and advertising design of the magazine.
 PHOTOGRAPHY DIRECTOR: Elder Bravo.

2006-2008
- **NEWSPAPER HOY:** Newspaper (Quito - Ecuador)
POSITION: Senior Graphic Designer.
 Editorial and graphic design of the newspaper and direction
 of the supplement called MONEY
 BOSS: Mauricio Loza.

2005-2006
- **NEWSPAPER EL COMERCIO:** Newspaper (Quito - Ecuador)
POSITION: Senior Graphic Designer.
 Design and advertising conceptualization
 of commercial supplements.
 BOSS: Ponto Moreno.

2004-2005

- VISION EDITIONS: Advertising Agency of the Ecuadorian Chamber of the Book

POSITION: [Designer and diagrammer](#)

Design and layout of LEO magazine, editorial catalogs and commercial insert.

- EDITORIAL SANTILLANA: Editorial of school books

POSITION: [Designer and diagrammer](#)

Design and layout of school books of Systems for teachers

- GRIEGOZ STUDIO: Estudio de diseño de Libros escolares

POSITION: [Designer and diagrammer](#)

Design and layout of school books of natural sciences.

- EDUCAR EDITORES (COLOMBIA): Editorial Libros escolares

POSITION: [Designer and diagrammer](#)

Design and layout of school textbooks of mathematics.

- EDITORIAL RADMANDI: Editorial Libros escolares

POSITION: [Designer and diagrammer](#)

Design and layout of school history books.

** I have worked as a freelance for several publishers of school books and magazines, with the Adobe Indesign, Illustrator and photoshop program. In design, illustration and layout, I manage the program very well indeed I created a virtual online editorial design course for Adobe indesign CC.

- CAMPUEXPERTS: E-learning website.

POSITION: [Virtual tutor of editorial design](#)

Conceptualization and creation of a virtual course for editorial design with Adobe Indesign basic and intermediate level.

AWARDS

- **Executive excellence 2014 - Cite Empresarial**

Recognition of executive work as Creative and Information Director .

2014-2015



SKILLS

Management of online brands, in social networks as a community manager and as a web designer, design of digital strategies, in video, audio and print, interpretation of html and Css code, knowledge of photography, retouching and photographic effects, 15 years of experience in the area, and 6 in social media.

I think design is the communicational tool, which should connect, in my case; the qualities and valences of a product, with a world in constant change. I am Honest, fulfilled, responsible, creative proactive and willingness to learn.

REFERENCES

- **BEST CARE**

Marcos Giménez - GENERAL MANAGER
+593 2 3 931260 + 593 96 869 8756

- **GROUP GALÁPAGOS**

Pamela Pacheco - GENERAL MANAGER
+593 2 2 505756 + 593 99 414 6421

- **Elder Bravo + Magazine OK:**

+593 99 900 2958

- **VISION EPS services and editorial publications**

Paula Lorena Báez - EDITORIAL DIRECTOR
+593 99 773 1292

