



MARÍA FERNANDA CEREZO

Visual Designer - Art Director

I am a brand developer who creates meaningful and memorable visual communications.

I define myself as a results-oriented professional who is always looking to innovate, generating value by working by myself, in a team, and with clients. As a data-driven professional, I am passionate about being able to discover and exploit the benefits of new technologies.

- 📍 09/05/75
- 📍 Argentina based, but any place since internet
- 📞 Cel: +54 9 11 6049 3553 - Argentina
+1(562) 291-7789 USA
- ✉️ skype: maria.fernanda.cerezo
nandy75ar@hotmail.com
- 🌐 <http://cerezo.ar/>

Click this!

🎓 **UX/UI DESIGN**
Interaction Design Fundation, 2019/Active

GRAPHIC DESIGN
Bachelor Degree
Universidad de Palermo, 1993 - 1996

ENGLISH / PORTUGUESE / SPANISH
High Level / Basic / Native

🔧 **Adobe Creative Suit:** InDesign, Illustrator
Photoshop, XD, After Effects,
Word Press, HTML, CSS, PYTHON and POWER BI
(working on it) Learning process never ends!

Microsoft Office

🏅 **Figure Skating / Yoga**
Professional Skating Association,
PSA Certified Coach

I am an experienced Graphic Designer working with large and small clients worldwide. I create strategy communication, helping companies to find the uniqueness of their service/product. Developing Identities that connect with people, solving problems that help others. I am a **BRANDING LOVER**.

My practice is conceptual and process-driven, often using a playful approach, drawing inspiration from language, art, architecture, and pop culture.

Areas of focus: graphic design, art direction, visual identity, editorial design, cover art, illustration, image-making, motion graphics, animation and Web (Front and some back end).

Selected clients:

- MOTOROLA Argentina and International,
- PEPSICO Argentina and International
- SHERING PLOUGH LABORATORIES,
- PFIZER, Argentina
- CECP (Chief Executives for Corporate Porpouse),
- EDUCA (Universidad Católica Argentina)

Currently working as an independent Graphic Designer & Community Manager and Web developer.

As a complementary activity, I study Business Analytics and Design Sprint.