MARÍA FERNANDA CEREZO
Visual Designer | Art Director
Phone: +1 (562) 546-9289 | Los Angeles, 90280 | PST, can adapt to other time zones
Email: fernanda@cerezo.ar | [Web](#) | [Portfolio](#) | [Social](#)

Professional Summary
Multicultural Visual Designer and Brand Developer with over a decade of experience crafting impactful visual communications. Recognized for developing brand identities, marketing assets, and digital experiences that resonate across international markets. Highly skilled in collaborating across teams and departments, blending creativity with data-driven insights to achieve strategic goals.

Core Competencies
• Visual Identity, Branding, Brand Manager & Art Direction
• UX/UI & Web Design
• Digital Marketing, Email Marketing & A/B testing. Social Media campaigns
• Motion Graphics & Animation
• Editorial, Social Media Design & Institutional presentations
• Team Leadership & Creative Direction working in a multicultural or international environment.

Professional Experience
- *[RKD Group](#) Visual Designer* — Current Employer (Remote, USA) (2024 – Present)
  Develop high-quality visual assets for marketing campaigns across North America. Lead creative direction for product launches, ensuring brand consistency and market differentiation.

- *[Lilo Social](#) - Senior Visual Designer* — Digital Marketing Team, (Remote New York 2023 – 2024
  Produced digital assets to boost client ROAS, executed creative storyboards and designed engaging multimedia content.

- *[Convertics](#) - Marketing & Data Analyst Designer* — Argentina (2022 – 2023)
  Created marketing materials and internal training visuals, contributing to corporate communication and employee development.

- *[Independent Graphic Designer](#)* — Freelance (LATAM & USA) (2012 – 2025)
  Collaborated with Motorola, Pfizer, PepsiCo, developing strategic visual content, branding solutions and marketing assets and collaterals.

Education
Bachelor's Degree in Graphic Design, Universidad de Palermo, 1993 – 1996
IxDF - The Interaction Design Foundation 2022 / Actual

Technical Skills
Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, After Effects), Figma, WordPress, HTML, CSS, Microsoft Office, Google Workspace, Python (learning), Power BI (learning)

Languages
Spanish (Native), English (Executive Level), Portuguese (Basic), Italian (Basic)