

## Maria Fernanda Cerezo

### Graphic Designer | Visual Designer | Art Director

Phone: +1 (562) 546-9289 | Los Angeles, 90280 | PST, can adapt to other time zones

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Authorized to work in the following countries: USA, EC and Argentina

## Professional Summary

Over a decade of experience crafting impactful visual communications and brand identities for global audiences. Recognized for designing marketing assets and digital experiences that resonate across international markets, while leveraging **Artificial Intelligence tools** to enhance creativity, efficiency, and data-driven decision-making. Expert in cross-team collaboration, blending creative vision with strategic insights to achieve measurable results. Passionate about using design to drive clarity, cohesion, and measurable impact across every brand touchpoint.

## Core Competencies

- Visual Identity, Branding, Brand Manager & Art Direction – Adobe Creative Suit
- UX/UI & Web Design - Figma
- Digital Marketing, Email Marketing & A/B testing. Social Media campaigns – email marketing BeeFree
- 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) (2024 – Present). Create impactful visual assets for nonprofit organizations, supporting end-to-end marketing campaigns across North America. Lead creative direction for campaign launches, including donor engagement materials, ensuring brand consistency, innovation, and alignment with organizational goals.
- [Independent Graphic Designer](#) — Freelance, (2004 – Present) Collaborated with clients such as Motorola, Pfizer, and PepsiCo to create strategic visual content, branding solutions, and marketing assets. Leveraged **Artificial Intelligence tools** to enhance creativity and efficiency while navigating the challenges of freelancing, including tight deadlines, multiple client demands, and maintaining consistent quality across diverse industries.
- [Lilo Social](#) - *Senior Visual Designer* — Digital Marketing Team, (Remote 2023 – 2024) Produced high-performing digital assets and converting ads to enhance client ROAS. Developed creative storyboards and designed engaging multimedia content that strengthened brand storytelling and maximized digital marketing campaign performance.
- [Convertics](#) - *Marketing & Data Analyst Designer*, (2022 – 2023) Created and designed marketing materials, internal training visuals, and graphic assets for a growth marketing agency. Contributed to corporate communication and employee development while ensuring visually engaging, on-brand designs for campaigns and internal initiatives

## Education

Bachelor's Degree in Graphic Design, Universidad de Palermo, 1993 – 1997

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)