

DIEGO ALARCÓN

GRAPHICS DESIGNER & ILLUSTRATOR

Cuernavaca, Morelos, México

www.nativo.graphics

diego@nativo.graphics

+52 1 747 104 6873

SUMMARY

Graphic Designer with over 13 years of experience in branding, packaging, illustration and digital marketing. Specialized in developing visual concepts and creative ideas with a strategic goal-oriented approach. Skilled in managing projects from start to finish, collaborating with clients, and adapting master designs across various media formats. Passionate about crafting innovative visual solutions that drive positive results and add value to every project. I've worked with renowned brands such as Disney, Danone, Barcel, and Bonafont blending creativity, technical expertise, and commercial insight.

CREATIVE EXPERIENCE

TOP DESIGN - Graphic Designer Mid, Illustrator

Hybrid - Cuernavaca, Morelos, México / 2021 - Present

- Created packaging, promotional materials, and POS displays for major brands including Bonafont, Activia, Oikos, Danone, Danonino, Danup, and others.
- Developed brand concepts and moodboards with consistent application across digital and print media.
- Developed illustrations and editorial content for important clients such as Disney, Barcel, Volaris, and Un Kilo de Ayuda.
- Project management, client communication, brief interpretation, and pre-press supervision to ensure project success.

ESPACIOS 3D - Web Designer Sr, Digital Designer

On site - Cuernavaca, Morelos, México / 2019 - 2021

- Designed responsive websites and optimized SEO content with focus on goals, improving user experience, users traffic and engagement.
- Created and managed social media content, increasing follower engagement.
- Developed and executed email marketing campaigns with focus on goals and client retention.
- Collaborated closely with developers and marketing teams to align design with performance goals.

NATIVO - CEO, Creative Director, Illustrator

Remote - Chilpancingo, Guerrero, México / 2015 - 2022

- Founded and led a creative brand to share the identity and culture of Guerrero, México.
- Designed limited illustrated product collections, improving the worth, expanding audience reach and organic brand loyalty.
- Implemented marketing strategies that increased brand recognition and customer loyalty across local and digital markets.
- Oversaw the full creative process: branding, art direction, product design, e-commerce, photography, and promotional assets.
- Managed production and sales through local events and e-commerce platforms.

ARSEN WEB - Graphic Designer Sr

On site - Cuernavaca, Morelos, México / 2018 - 2019

- Directed creative strategies for digital marketing campaigns, enhancing sell goals, followers engagement and brand recognition.
- Led a team of designers, ensuring timely and high-quality delivery of branding and marketing assets.
- Developed visual identities for various companies, strengthening their presence in the market.

EDUCATION

Universidad Autónoma del Estado de Morelos - Degree in Arts

Cuernavaca, Morelos, México / 2010 - 2015

- Specialized in digital media: graphic design, illustration, 2d animation, photography and video.
- Thesis project: an exhibition with a serie of own illustrations and photographs showcased in a museum.

SKILLS

Branding
Packaging
Graphic Design
Illustration
Web Design
Marketing
Editorial Design
Pre-press
Motion Graphics

LANGUAGES

Spanish (Native)
English (B2)

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe XD
Adobe Express
Adobe Firefly
Figma
Elementor
Wordpress
Shopify
Canva
Procreate
CapCut
ChatGPT
Midjourney
Gemini Nano Banana
KlingAI
Asana
Notion
Slack
Todoist