

# Alejandro Quinto

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Portfolio

<http://bit.ly/aquinto-portfolio>

Communication strategist specialized in visual design and digital communication with 15 years of experience translating concepts into visual communication products for non-profit organizations and companies, working in both digital and printed media.

## Professional Experience

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### **100 Resilient Cities, Pioneered by the Rockefeller Foundation**

Associate designer | Led the organization's visual brand and communication strategy across digital and printed communication materials.

**Mexico City, Mexico  
2017-2019**

**Conceptualize and execute the organization's visual communication products, both internally and to global audiences (over 100 projects for over 20 cities in 5 continents).**

**Create visual assets for social media, website, and printed materials for the organization's global audiences, including templates and graphic assets like maps, icons, photographs, with a 24-hour response time to colleagues.**

**Interact with city government staff to understand their visual communication needs, communicating urban issues like mobility, water, social equity into visual outputs used in over twenty public events and reaching over 100,000 people.**

**Manage simultaneous projects in different languages from conception to final delivery across five continents (on time and working within existing budgets).**

### **E Buró**

Co-founder, art director. | Led a team of designers to create branding and related visual communication materials for new companies.

**Mexico City, Mexico  
2013-2017**

**Responsible for sales and project execution to provide communication design materials for entrepreneurs and their organizations: website, social media, in-store, and printed materials in cost-effective ways for limited budgets, acquiring 15 clients per year.**

**Manage a team, creating a positive, flexible and collaborative working environment, considering skills and interests of the team, coaching team members when needed. Recruit and manage a team of six creatives, with a 0% turnover rate.**

**Conceptualize and co-create brand and communication strategies for companies and their products and services, with a 90% client satisfaction.**

## Independent consultant

Visual communication designer. | Supported organizations and individuals with graphic products.

**Mexico City, Mexico**  
2009-2012

**Assist organizations with project-specific needs: editorial design, website creation, graphic design and branding, on-time and within project budgets.**

**Manage relationships with a wide range of professionals: entrepreneurs, business owners, curators, and architects.**

**Seek opportunities to expand technical expertise in coding: PHP, CSS, Javascript.**

## Work Worth Doing

Visual communication designer, co-founder. | Rose global awareness on the need for organizations to have a positive social and environmental impact through design.

**Toronto, Canada**  
2004-2008

**Collaborate on multidisciplinary design projects and organizations that had a sustainability mandate, including projects with RBC, Canada's largest bank.**

**Promote the studio's social mission and projects in events and publications locally and internationally, achieving articles published in the US, Canada and Japan, and and developed part of an exhibition shown in Canada and Denmark.**

**Design the studio's visual communication materials: websites, exhibitions, and printed materials.**

## Studies

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### **Institute without Boundaries**

Toronto, Canada. 2003 – 2004.

Diploma. IwB is a post-graduate design program hosted in the Bruce Mau Design Inc. studio, accredited by George Brown College.

### **Minneapolis College of Art and Design (MCAD)**

Minneapolis, MN., U.S. 1997 – 2001

BFA in Interactive Multimedia with emphasis in Graphic Design.

### **University of Brighton**

Brighton, England. 1998 – 1999

One year studies in Graphic Design focused on design thinking and graphic design methods.

## Skills

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**Creative direction** (Articulating a vision and tone for communication projects)

**Graphic design** (Strong typographic skills and infographics design)

**Visualization** (prototyping of narratives, experiences, and basic motion graphic skills)

**Research** (research for content production and strategic design)

**Project management** (team coordination)

**Efficient use of software** (Adobe Creative Suite, Microsoft Office)

**Interaction design** (UX/UI)

**Coding for web** (PHP/MySQL, HTML/CSS, jQuery, Javascript; CMS systems like Wordpress)

**Languages** (English, advanced; Spanish, native).