

Alejandro Quinto

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Portfolio

<https://bit.ly/AQ-portfolio-2020-Fall>

Communication strategist specialized in visual design and digital communication with 16 years of experience translating concepts into visual communication products for non-profit organizations and companies, working in both digital and printed media.

Professional Experience

Independent consultant

Visual communication designer. | Support organizations with digital communication services.

Mexico City, Mexico
2020-present

Create custom visual communication solutions for US-based organizations, including Bloomberg, Resilient Cities Catalyst, Natural Resources Defense Council, and Global Resilient Cities Network with fast-paced deadlines, including recurring online communications (social media, web pages, infographics, presentations and reports).

Provide design and content creation services for small companies in Mexico through a monthly fee that includes services like newsletter-template creation, social media imagery, website management (content, and back-end).

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.

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 developed part of an exhibition shown in Canada and Denmark.

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

Studies

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

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).