

Alejandro Quinto

LinkedIn

<https://www.linkedin.com/in/alexquinto/>

Phone

(+52 55) 8335 3697

Email

hola@alexquinto.com

Web and Digital Marketing Portfolio

[PDF \(8.5MB\)](#)

Digital designer creating visual, web-based communication materials for mission-driven organizations.

Professional Experience

Independent consultant

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

Mexico City, Mexico
2020-present

Create custom visual communication solutions for US-based organizations, including Bloomberg Philanthropy, 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).

Create visual communications materials that engage top-level audiences (graphic materials that help organizations secure multi-million dollar partnerships; graphics shared by national and international media outlets, including the World Economic Forum).

Design and implement landing pages, webpages, online publications, and emails for key target audiences on time under tight deadlines using various CMS platforms.

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
2020, 2013-2017**

Responsible for sales and project execution to provide communication design materials for entrepreneurs and small businesses: website, social media, in-store, and printed materials in cost-effective ways, 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.

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.

BFA in Interactive Multimedia with emphasis in Graphic Design.

Side projects

Sustainable Design Standard <http://sdstandard.org>

Co-authoring a framework for visual communication designers to incorporate sustainability into their practice. (work-in-progress)

Skills

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

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

Content creation (content production and management for websites, online publications, social media distribution)

Project management (team coordination, clear communication)

Website management (various CMS platforms: Wordpress, Squarespace, Wix)

Coding for web (PHP/MySQL, HTML/CSS, jQuery libraries, Javascript)

Video editing (storyboards, video editing, basic motion graphics)

Languages (English, advanced; Spanish, native).

Efficient use of software (Adobe Creative Suite, Figma, Microsoft Office, Google apps)