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HELLO • HOLA

I'm Adriana, a Senior Brand & Marketing Designer focused on making complex ideas and products clear through brand systems that scale.

With a background in architecture, I bring structure, systems thinking, and strong visual storytelling to brand identity, digital experiences, editorial design, and high-impact marketing work.

EXPERIENCE

DIGITAL DESIGNER, SAJE NATURAL WELLNESS

Aug 2026 – Present

- Design PDPs, PLPs, landing pages, and campaign assets for a fast-paced, multi-market e-commerce brand.
- Art-direct and composite product imagery using advanced Photoshop techniques and Adobe Firefly.
- Create motion graphics and social assets using Jitter and After Effects.
- Build reusable Figma libraries and streamline design workflows to improve brand consistency and production efficiency.

SENIOR DESIGNER, LOBLAW AGENCY

Jun 2026 – Aug 2026 | Contract

- Designed high-impact editorial layouts for the 2026 Insiders Report, collaborating with creative and editorial teams.
- Used InDesign, InCopy, and Adobe Firefly to develop polished layouts, product imagery, and creative compositions under tight deadlines.

SR. VISUAL DESIGNER, ROOFR

Oct 2022 – Feb 2026 | Promoted to Senior Jul 2023

- Owned and evolved Roofr's marketing design system, establishing scalable visual standards across campaigns and brand touchpoints.
- Led visual direction and execution for product marketing and partner campaigns, supporting $233K+ in GMV and 70+ new customers.
- Designed landing pages, presentations, and high-impact marketing assets using modular layouts and reusable components.
- Improved design operations through Figma libraries, asset governance, and scalable templates to accelerate campaign production.

DIGITAL DESIGNER, ORGANIKA

June 2022 - Oct 2022

- Revamped Amazon creative for Canadian and U.S. markets, including A+ content, product imagery, banners, and advertising assets.
- Developed cohesive templates for 300+ products, ensuring brand consistency at scale.

GRAPHIC DESIGNER, CORPORATE FINANCE INSTITUTE (CFI)

Sep 2020 - Mar 2022

- Led brand design as the sole in-house designer during rapid growth, establishing a cohesive and scalable visual identity.
- Developed 1,000+ custom icons, 50+ illustrations, and reusable components across marketing, product, and education.
- Designed presentations, ebooks, ads, and campaign assets, and led the visual refresh for the Macabacus acquisition.

CRAFT

Core Skills

- Brand Identity & Visual Systems
- Art Direction & Visual Storytelling
- Digital & E-commerce Design
- Campaign & Marketing Design
- Layout & Editorial Design
- Presentation & Template Design
- Motion & Social Design
- Design Systems & Creative Operations

Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Jitter
- Adobe Firefly & AI-assisted workflows
- Frame.io & Notion
- Canva
- Google & Microsoft Office Suite

Languages

- Spanish – Native
- English – Fluent
- French – Basic

EDUCATION

Graphic Design, Associate Certificate

BCIT, 2019 - 2020

Vancouver, Canada
with distinction

Architecture Degree

Universidad Iberoamericana, 2014-2019

Mexico City, Mexico
with honours